D 7/368
HARDWARE AGE
AUG. 24, 1979
P. 74

You go faster—and farther—and make a greater profit—if you concentrate consistently on the one best known line of small tools—"*Greenfield*" taps, dies, screw plates, twist drills, reamers and screw extractors.

Factories, machinists, farmers, home workshop owners, all know that the "*Greenfield*" name stands for quality. Tools carrying the "*Greenfield*" trademark are accepted without question.

For many years the needs of retail hardware stores have been studied and today "*Greenfield*" offers specially prepared stocks of quick-moving tools, planned to make the hardware store's small tool business more profitable. Ask about the *New* No. 1000 Tap, Die and Drill Assortment, complete with display case.

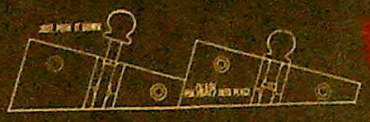
GREENFIELD TAP & DIE CORP.
Greenfield, Massachusetts

Detroit Plant: 2162 West Fort St.
Warehouses in New York, Chicago, Los Angeles and San Francisco
In Canada: Greenfield Tap & Die Corp. of Canada, Ltd., Galt, Ontario

GREENFIELD

Non-Rising Pin

The Stanley Works, New Britain, Conn., has announced a new development to ensure the non-rising of the pin in door butts. Pin is secured by



means of a split ring attached to a groove in the pin. This split ring fits into a pocket formed in the bottom of the top knuckle of the butt. When the pin, through the action of the door, attempts to rise, the split ring comes in contact with the inside of the knuckles above the pocket and is prevented from further rising.

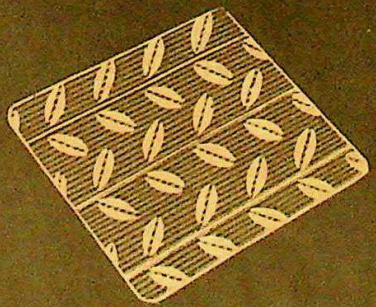
Five-Gallon "Pourpail"

Has a pull-out pour spout on top. Lid itself, after oil has been consumed, is easily removed by prying up the edges. Container then becomes suitable for use as feed, water, or milk pail. Poster-panel on back of package tells Super-

Galena sales story. Colors black and brilliant red and yellow. *Galena Oil Corp.*, Cincinnati, Ohio.

"Pro-Tex" Pad in Color

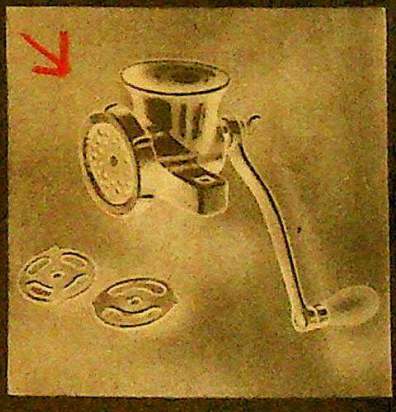
Color has been added to the new metal-and-asbestos "Pro-Tex" pad. Same low prices will be maintained. Choice

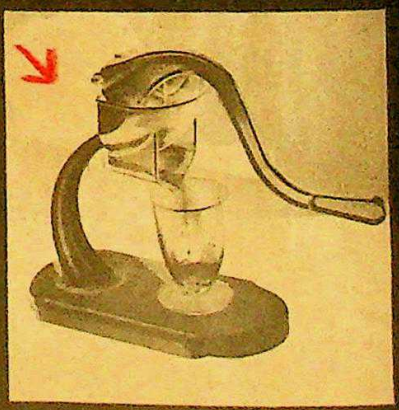


of yellow, green, red or black patterns on corrugated surface in three sizes, seven by seven in., 14 by 17 in. and 18 by 20 in. Samples and prices from wholesaler or *Ballonoff Metal Products Co.*, 5800 Kinsman Road, Cleveland, Ohio.

Universal Kitchen Combination

Consists of food and meat chopper, ricer, juice extractor and mixer and beater. Price complete, $8.95. The mixer-beater and fruit juice extractor are combined with a strong, durable





stand which eliminates the necessity of holding the different units by hand or clamping them to a table. Includes porcelain enameled bowl and turn table. *Landers, Frary & Clark*, New Britain, Conn.

Aug. 24, 1939

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SWITZERLAND

JUNE 30, 1956

BOSCH

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Patent Nr. 314595
1 Blatt

Fig. 1

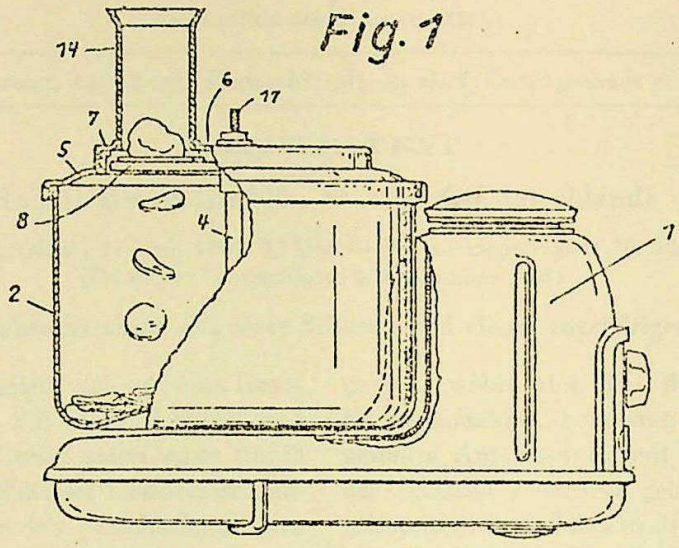


Fig. 6

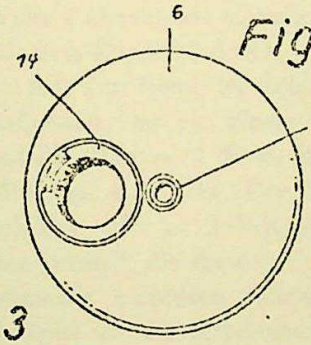


Fig. 2

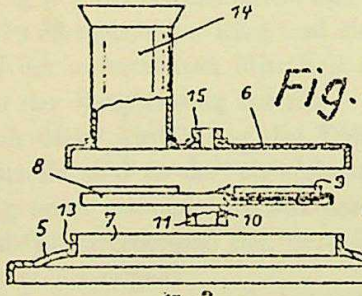


Fig. 3

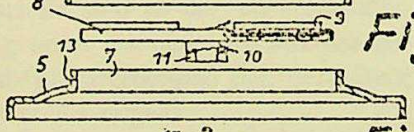


Fig. 4

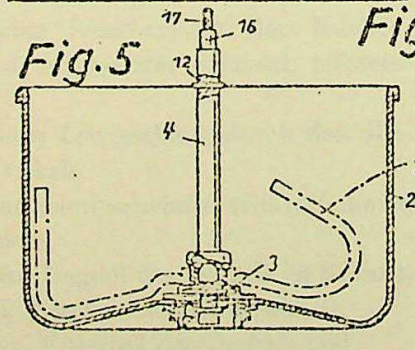
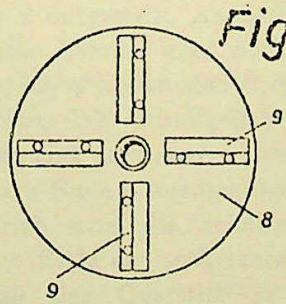


Fig. 5

Fig. 7



Nr. 314595

Nr. 314595

SCHWEIZERISCHE EIDGENOSSENSCHAFT

EIDGENÖSSISCHES AMT FÜR GEISTIGES EIGENTUM

PATENTSCHRIFT

Veröffentlicht am 15. August 1956

Klasse 15 b

Max Lorenz, Leonberg (Deutschland), ist als Erfinder genannt worden

HAUPTPATENT

Robert Bosch GmbH., Stuttgart (Deutschland)

Gesuch eingereicht: 14. Juli 1953, 12 Uhr — Patent eingetragen: 30. Juni 1956
(Priorität: Deutschland, 9. September 1952)

Haushaltküchenmaschine mit einer Schüssel und einem zugehörigen Deckel

Die Erfindung bezieht sich auf eine Haushaltküchenmaschine, mit einer Schüssel und einem zugehörigen Deckel sowie einer durch die Bodenmitte der Schüssel hindurchgreifenden Welle zum Antrieb verschiedener auswechselbarer Arbeitsgeräte.

Der Anwendungsbereich von Küchenmaschinen der genannten Art kann wesentlich erweitert werden, wenn nach vorliegender Erfindung der Deckel aus einem auf den Schüsselrand aufzusetzenden Ring und einem auf diesen Ring aufsetzbaren Mittelteil zum Verschließen der Ringöffnung besteht.

Die durch diese Ausbildung des Deckels erzielten Vorteile sind in der nachfolgenden Beschreibung unter Bezugnahme auf das gezeichnete Ausführungsbeispiel der Erfindung näher erläutert. Es zeigen:

Fig. 1 eine Seitenansicht der Küchenmaschine mit aufgesetzter Schüssel, teilweise im Schnitt,

Fig. 2 einen Längsschnitt durch den Mittelteil des Deckels,

Fig. 3 eine Schnitzelscheibe teils im Schnitt, teils in Ansicht,

Fig. 4 den Ringteil des Deckels im Schnitt,

Fig. 5 die Schüssel im Längsschnitt,

Fig. 6 den Mittelteil des Deckels und

Fig. 7 die Schnitzelscheibe, jeweils in Draufsicht.

Auf den Sockel der Küchenmaschine 1 ist, wie aus Fig. 1 ersichtlich, die Schüssel 2 aufgesetzt, wobei eine aus dem Gehäuse der Küchenmaschine herausragende, nicht dargestellte Antriebswelle mit einem im Boden der Schüssel 2 drehbar gelagerten Zapfen 3 gekuppelt ist. Auf das in die Schüssel hineinragende Ende des Zapfens 3 ist eine stehende Welle 4 abnehmbar so aufgesetzt, daß sie sich mit dem Zapfen 3 dreht.

Auf den Rand der Schüssel ist ein Deckel aufgesetzt, der aus einem Ring 5 und einem auf die Öffnung 7 dieses Ringes aufsetzbaren Mittelteil 6 besteht. Der Ring 5 ist so ausgebildet, daß er Arbeitsgeräte zu umschließen vermag, die etwa in der Höhe des Schüsselrandes umlaufen sollen. Im gezeichneten Beispiel ist als Arbeitsgerät eine Schnitzelscheibe 8 mit vier radial angeordneten Messern 9 dargestellt. An Stelle einer Schnitzelscheibe können aber auch andere Schneid- bzw. Reibscheiben oder dergleichen verwendet werden. Die Schnitzelscheibe 8 hat in der Mitte eine nabenartige Buchse 10, welche am untern Ende Klauenschlitze 11 aufweist. Zum Betrieb wird die Schnitzelscheibe auf das obere Ende der senkrechten Welle 4 gesetzt, wobei der Querstift 12 der senkrechten Welle in die Schlitze 11 eingreift, so daß die Scheibe mit der Welle 4 gekuppelt ist.

Der Ring 5 hat innen einen Bundansatz 13, dessen oberer Rand die Messerkanten der eingesetzten Schnitzelscheibe 8 etwas überragt und der gleichzeitig als Führung für den

aufzusetzenden Mittelteil 6 dient. Am Mittelteil 6 ist ein Rohransatz 14 angeordnet, durch den hindurch das zu verarbeitende Gut der Schnitzelscheibe 8 zugeführt werden kann. In seiner Mitte hat der Mittelteil 6 eine Führungsbuchse 15. Ein Zapfen 16 am obern Ende der senkrechten Welle ist in dieser Buchse geführt. Dadurch ist die Welle 4 an ihrem obern Ende gelagert, wodurch die umlaufende Schnitzelscheibe 8 in ihrer Betriebslage zentriert wird.

Die senkrechte Welle 4 ist noch mit einem durch die Buchse 15 hindurchragenden gerändelten Ansatz 17 versehen, der zum Ausheben der stehenden Welle 4 dient.

Der in der Buchse 15 gelagerte Zapfen 16 kann auch als Ansatz der Buchse 10 der Schnitzelscheibe ausgebildet sein. In diesem Fall müßte die Welle 4 innerhalb der Buchse 10 enden.

Beim Zubereiten von Kuchenteig oder dergleichen, wozu die senkrechte Welle 4 entfernt und ein in Fig. 5 strichpunktiert angedeutetes Rührgerät 18 an ihrer Stelle auf den Wellenzapfen 3 gesteckt wird, genügt es, wenn man nur den Deckelring 5 auf den Schüsselrand aufsetzt, um das Herausschleudern des Schüsselinhaltes mit ausreichender Sicherheit zu verhindern. Dabei können durch die verhältnismäßig große Ringöffnung 7 der gesamte Schüsselinhalt und die Vorgänge in der Schüssel gut beobachtet werden. Ferner gestattet die große Ringöffnung 7 ein bequemes Nachfüllen von Zutaten in die Schüssel.

Durch die beschriebene Ausbildung des Deckels können Schneid-, Reibscheiben und dergleichen als einfache und billige Zusatzgeräte zu der Schüssel verwendet werden. Der Mittelteil 6 des Deckels erfüllt dabei mehrere Aufgaben: Er deckt das Arbeitsgerät gegen Berührung ab, übernimmt die Lagerung und Führung des Arbeitsgerätes oder dessen Antriebswelle und gewährleistet ferner durch seinen Rohransatz eine geordnete und gefahrlose Zuführung des zu verarbeitenden Gutes.

PATENTANSPRUCH

Haushaltküchenmaschine mit einer Schüssel und einem zugehörigen Deckel, sowie einer durch die Bodenmitte der Schüssel hindurchgehenden Welle zum Antrieb verschiedener auswechselbarer Arbeitsgeräte, dadurch gekennzeichnet, daß der Deckel aus einem auf den Schüsselrand aufzusetzenden Ring (5) und einem auf diesen Ring aufsetzbaren Mittelteil (6) zum Verschließen der Ringöffnung (7) besteht.

UNTERANSPRÜCHE

1. Haushaltküchenmaschine nach Patentanspruch, gekennzeichnet durch eine derartige Ausbildung des Deckelringes (5), daß er ein Arbeitsgerät, das etwa in der Höhe des Schüsselrandes umläuft, rahmenartig umschließt.

2. Haushaltküchenmaschine nach Unteranspruch 1, dadurch gekennzeichnet, daß der Ring (5) innen einen Bundansatz (13) hat, dessen oberer Rand die Schneidekanten des genannten eingesetzten Arbeitsgerätes (8) etwas überragt und der auch den aufzusetzenden Mittelteil (6) halten kann.

3. Haushaltküchenmaschine nach Unteranspruch 2, dadurch gekennzeichnet, daß das genannte umlaufende Arbeitsgerät am Mittelteil (6) zentriert ist.

4. Haushaltküchenmaschine nach Unteranspruch 3, dadurch gekennzeichnet, daß ein Zapfen, welcher in Achsrichtung der Antriebswelle (3, 4) über das genannte Arbeitsgerät (8) hinausragt, im Mittelteil (6) gelagert ist.

5. Haushaltküchenmaschine nach Unteranspruch 4, dadurch gekennzeichnet, daß der in dem Mittelteil gelagerte Zapfen (16) einen über den Mittelteil (6) hinausragenden, gerändelten Ansatz (17) hat.

ert Bosch GmbH.

r: Werner Maurer, Zuchwil

(Translated from German) M-7681b

Swiss patent #314,595(main patent)

HOUSEHOLD KITCHEN MACHINE HAVING A PAN WITH ASSOCIATED COVER

Inventor: Max Lorenz(of Leonberg,Germany). Applicant: Robert Bosch,GmbH (of Stuttgart,Germany)

Application filed: 12M,July 14,1953. Patent recorded: June 30,1956.

Priority claimed: September 9,1952, in Germany.

* * * * * * * * * * * *

This invention relates to a household kitchen machine having a pan with an associated cover and also a shaft, projecting through the bottom of the pan, for driving various interchangeable implements.

The scope of application of kitchen machines of the above-mentione type can be considerably expanded if, in accordance with this invention, the cover consists of a ring that fits onto the edge of the pan and of a central portion, for closing the opening in the ring, that can be fitted onto that ring.

With the aid of the example illustrated of the application of the invention, the advantages obtained by this form of cover are described below. It shows in:-

Fig.1, a side elevation of the kitchen machine with the pan on it, shown partially in section;

Fig.2, a longitudinal section through the central portion of the c

Fig.3, a slicing disc,shown partly in section,partly in elevation;

Fig.4, the ring portion of the cover, seen in section;

Fig.5, the pan, seen in longitudinal section;

Fig.6, the central portion of the cover, and

Fig.7, a top view of the slicing disc.

As may be seen from Fig.1, pan 2 is placed on the base of kitchen machi so that a drive shaft, not shown, projecting out of the kitchen-machine housing, is connected to journal 3, rotatable in bearings in the bottom o pan 2: As vertical shaft 4 is mounted removably on the end of journal 3 t

projects into the pan, in such a way that it rotates with journal 3.

A cover, consisting of a ring 5 and a central portion 6 that can fit onto the opening 7 in that ring, is placed on the rim of the pan. Ring 5 is so shaped that it can fit over implements that have to rotate at about the level of the pan rim. In the example illustrated, a slicing disc 8 having four radially located blades 9 is shown as the implement. Instead of a slicing disc, however, other cutting or grating, or similar, discs might be used. In the middle of the slicing disc 8 there is a hub-like bushing 10 that has slotted jaws at the bottom of it. In operat the slicing disc is put on the top end of vertical shaft 4, so that transverse pin 12 on the vertical shaft engages in slots 11, so that the disc is connected to shaft 4.

On the inside of ring 5 there is a projecting collar 13, the upper rim of which extends slightly above the edges of the blades of the inserte slicing disc 8, and that also serves as a guide for central portion 6 to be put on it. A tubular projection 14 is located on the central portion (for loading the materials to be processed by slicing disc 8. In the cente of central portion 6 there is a guide bushing 15. A journal 16 at the top of the vertical shaft runs in this bushing. In this way shaft 4 is provid with a top bearing, so that the rotating slicing disc 8 is centered in its operating position.

Vertical shaft 4 is also provided with a knurled projection 17 that projects through bushing 15 for picking up ~~vertically~~ shaft 4.

Journal 16 running in bushing 15 may also be in the form of a proje of bushing 10 of the slicing disc. In that case, shaft 4 has to terminate inside bushing 10. ~~When~~

When making dough, or similar preparations, for which vertical shaft 4 is removed and is replaced by a stirrer 18, shown dotted, on the shaft journal 3, it suffices to just put the cover ring 5 on the pan rim to quite

reliably prevent the contents of the pan from being thrown out. During this process, the entire contents of the pan, and what is going on inside it, can be seen well through the relatively large opening 7 in the ring. In addition, the large opening 7 in the ring provides for conveniently adding ingredients later to the pan.

By means of the design of cover described, cutting discs, grating discs and similar implements can be used as simple and inexpensive accessories for the pan. In this way the central portion 6 of the cover performs several tasks:- It provides protection against touching the implement, it provides a bearing and guide for the implement or its driving shaft, and also, by its tubular projection, insures a proper and safe means for introducing the materials to be processed.

MAIN PATENT CLAIM:

A household kitchen machine having a pan and an associated cover, as well as a shaft, projecting through the center of the bottom of the pan for driving different interchangeable implements, characterized in that the cover consists of a ring (5) that fits on the pan rim, and of a central portion (6) that can be fitted onto that ring to close off the opening (7) in the ring.

SUB-CLAIMS:

1. A household kitchen machine(kitchen appliance) in accordance with the main claim, characterized in that the cover ring (5) is of such shape that it encloses the implement, like a frame, that is rotating at about the level of the pan rim.

2. A household kitchen machine in accordance with Sub-Claim #1, characterized in that on the inside of the ring (5) there is a projecting collar (13), the upper edge of which extends slightly above the cutting edges of the inserted implement (8) mentioned, and that can also support the central portion (6) to be placed on it.

3. A household kitchen machine in accordance with Sub-Claim #2, characterized in that the said rotating implement is centered on the central portio

4. A household kitchen machine in accordance with Sub-Claim #3, characterized in that a journal, that projected beyond the said implement (8) in the axial direction of the driving shaft (3,4), is carried in a bearing in the central portion (6).

5. A household kitchen machine in accordance with Sub-Claim #4, characterized in that the journal (16) that runs in bearings in the central portion (6) has a knurled projection (17) that projects above the central portion.

* * * *

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PATENT SECTION

D7/368

INDUSTRIAL DESIGN

MARCH, 1962

p. 88

Electrical Housewares, continued

6—Vogue's dual-purpose unit both blends and mixes. The ...tor which drives the blender detaches from the base to be... ...e mixer.
Designer: Vogue Electronics & Appl... ...man

7—General Electric BL 1 ... ...urpose, but escapes fr... ...motor housed behin... ...s it a look of stabili...
Designer: GE ...

92

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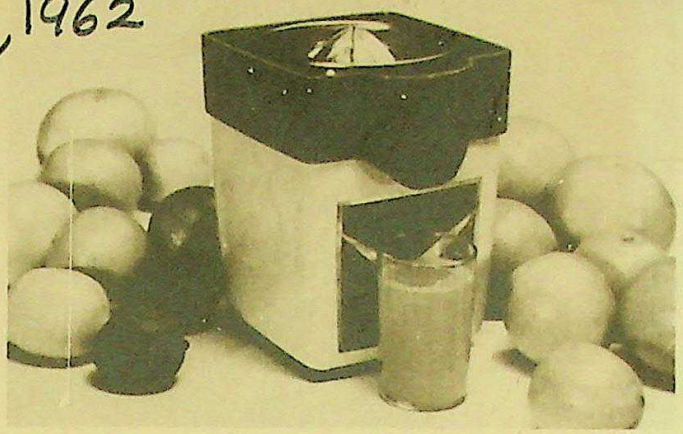
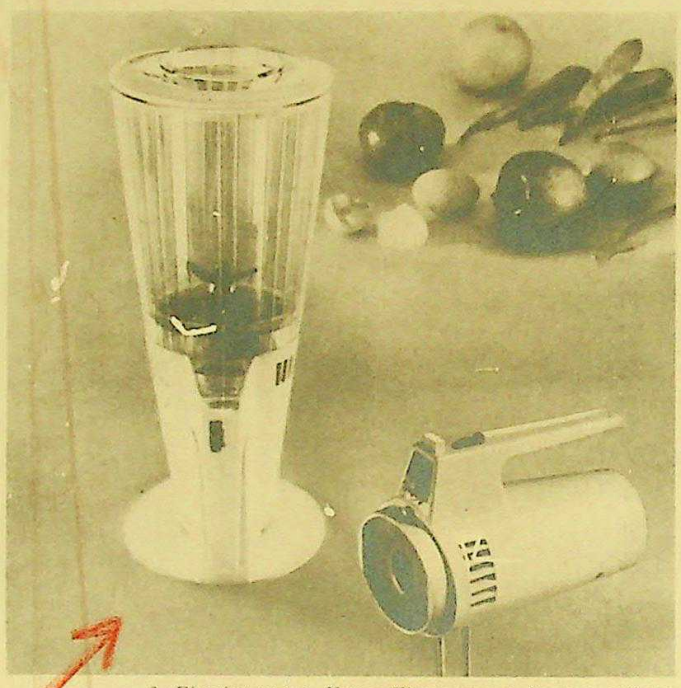
8—Rival "Juice... ... Melamine with aluminum rean...
Designer: Rival ...ompany; staff design

9—Kitchenaid co... ...nit has functional appearance, and offers selection from 14 different grinds of coffee.
Designer: Hobart Manufacturing Company; staff design



8—Juicer, Rival Manufacturing Co.



6—Blender mixer, Vogue Electronics & Appliance Corp.

MARCH, 1962

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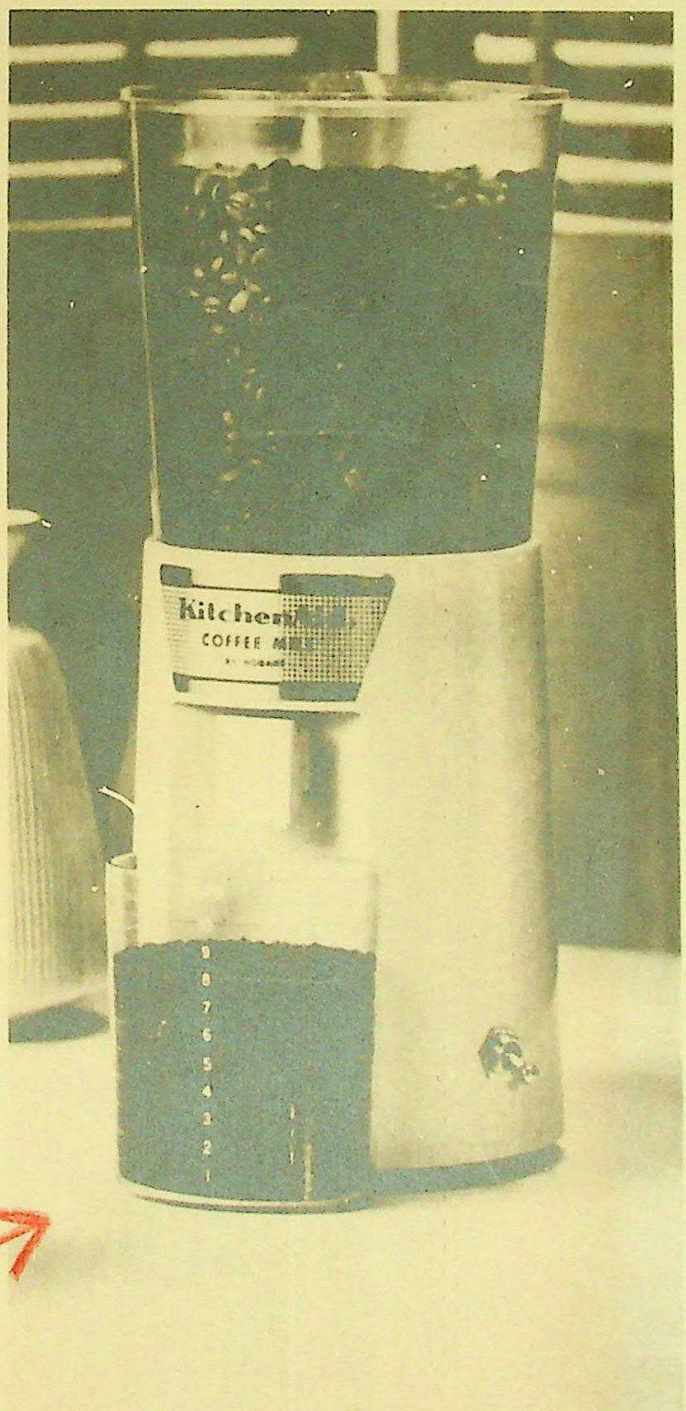
7—Blender, General Electric Co.



9—Coffee grinder, Kitchenaid Division, Hobart Manufacturing Co.

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July 13, 1964
p. 45
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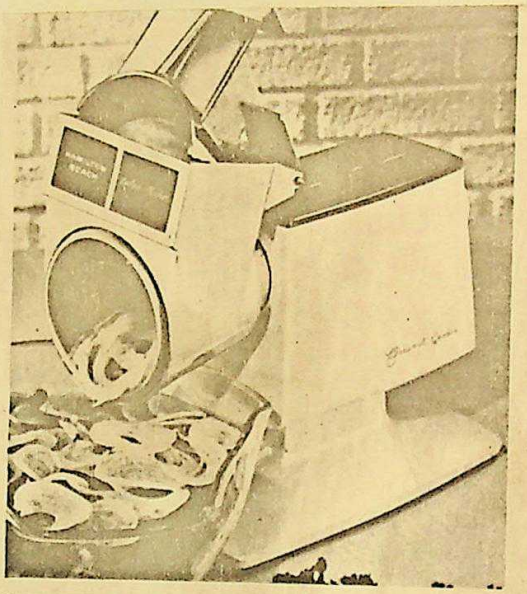

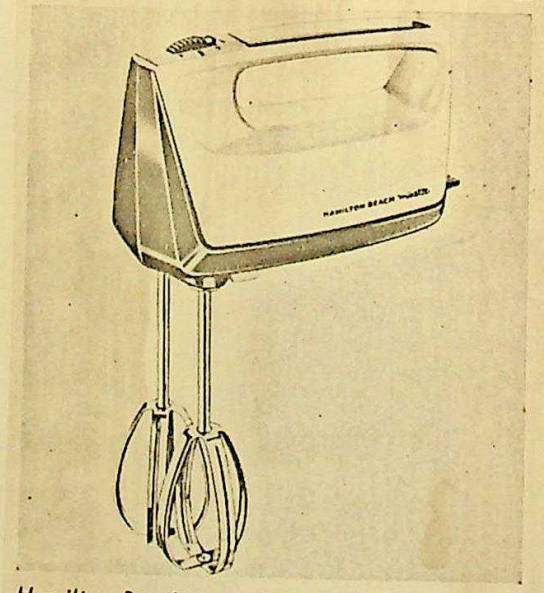

Hamilton Beach**'s new Gourmet Center (above, top) is a power unit which operates five attachments. It retails for $29.95, and will operate a salad maker ($14.95), a meat grinder ($9.95), a can opener ($6.95), an ice crusher ($14.95), and a knife sharpener ($4.95). All attachments are bought separately. The Gourmet Center power unit is designed to operate at both ends, which allows often used attachments, such as the can opener, to remain attached while others are varied at the other end. It has a push button release on top for easy removal of attachments, and a hidden cord storage space. **(29)

*Hamilton-Beach's new model 87 Mixette (above, bottom) has three speeds, retails for $10.95. **(30)***

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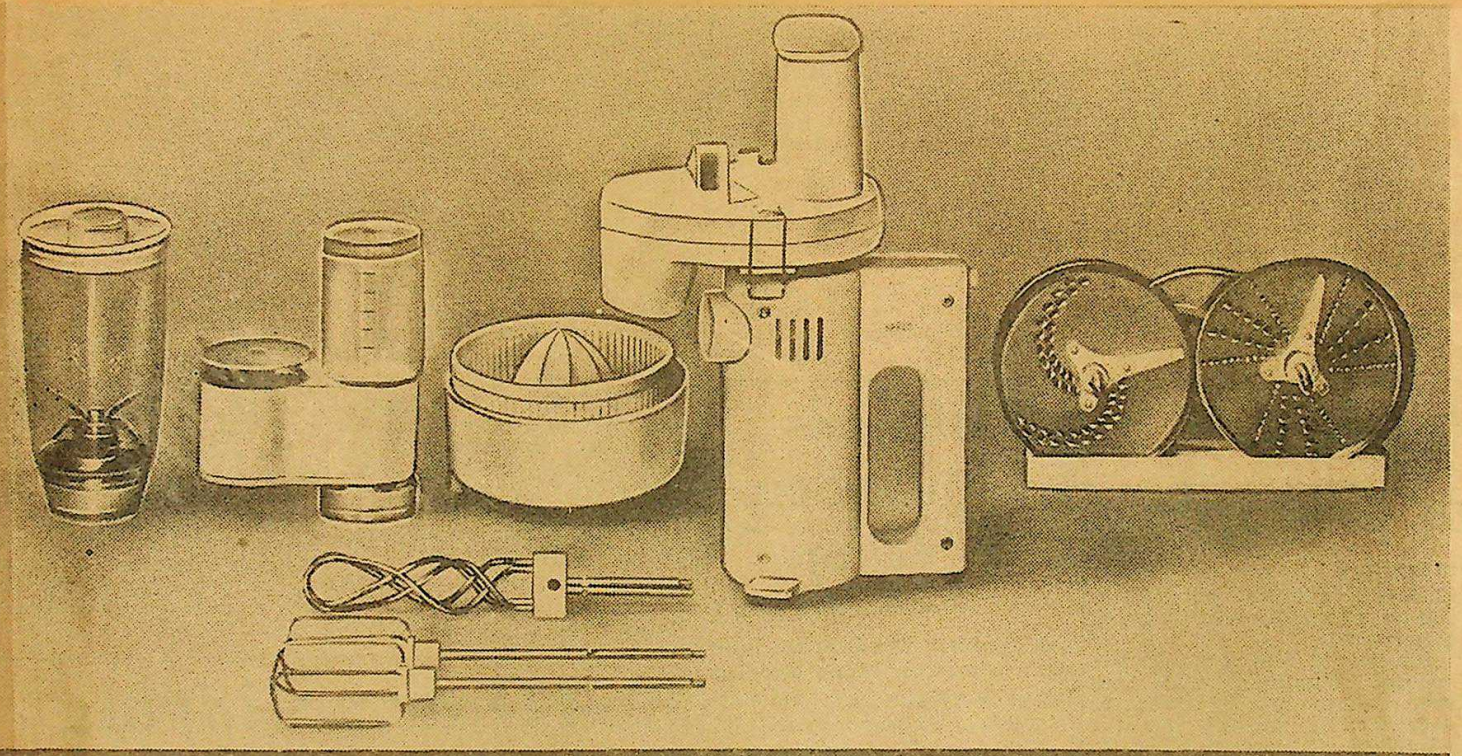
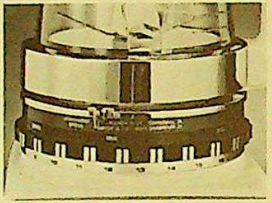
Home Furnishings Daily
July 29, 1965
p. 1



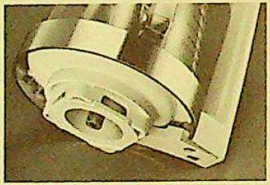
The international design award-winning Braun firm introduced six electric housewares in New York Wednesday as part of a thrust to gain a larger share of the United States electrical products market. Among the products introduced was a compact food processing system (above) which includes a blender, shredder-slicer, mixer, citrus juicer, dough kneader, and coffee grinder (as reported in HFD Feb. 25 from the Cologne Fair in West Germany). All parts of the equipment can be attached to a power unit that is the core of the system. The new compact equipment duplicates, on a diminutive scale, two other food processing systems designed for larger households.

Exclusive features of the 24 Speed Whisper Drive Appliance Power Centers:

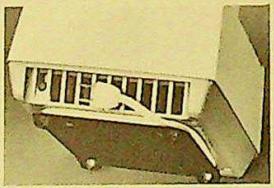


Dial Control
has calibrated speed settings for most frequent Power Center uses.

New Timer Slide Control
for accurate timing up to 60 seconds. (Model 44405 only.)



New Safety Feature prevents
carafe from being removed, and blades exposed, when motor is running.



Unique power cord storage
in base when not in use. Automatic circuit breaker protects motor.

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City _____ State _____ Zip _____

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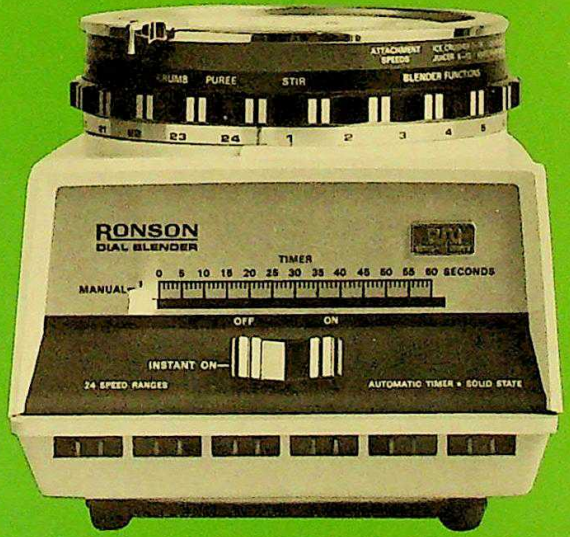
The new Ronson Whisper Drive Appliance Power Center with unheard of power... operates 5 cordless appliances.

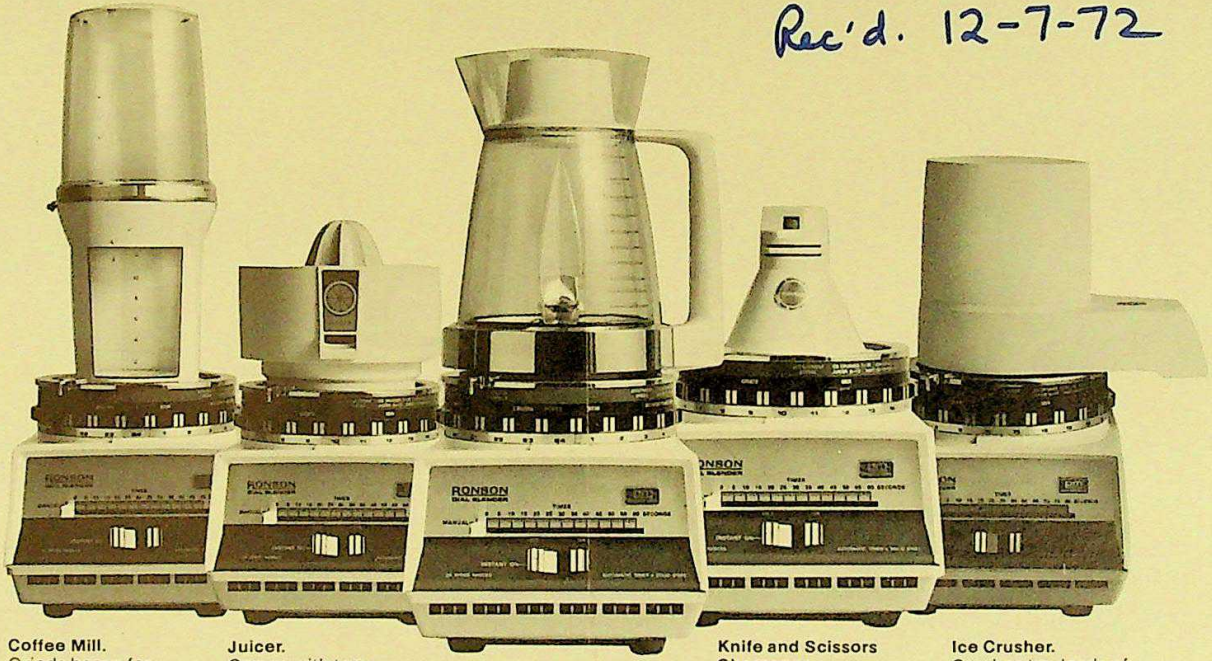
A7/368



It blends, stirs, whips, crumbs, purees. It grinds coffee. It juices oranges. It crushes ice. It sharpens knives and scissors.

Here is the unique Appliance Power Center that does the work of five remarkable appliances whisper quietly. And you get more powerful action even at low speeds. This Dial-the-Speed model lets you dial up, down, or in-between 24 speeds. Or you can choose other Whisper Drive push-button models. All come complete with the Ronson Blender and operate four optional appliances. With unheard of power and versatility.

Rec'd. 12-7-72



Coffee Mill.
Grinds beans for superb fresh coffee flavor and aroma. For drip, percolator or vacuum coffee makers. Optional appliance.

Juicer.
Comes with two ceramic juicer heads. Catcher top separates pits and pulp from juice. Optional appliance.

Blender.
All Power Centers come complete with blender. It has extra large blades to take whole vegetables. 48 oz. carafe can be used as server.

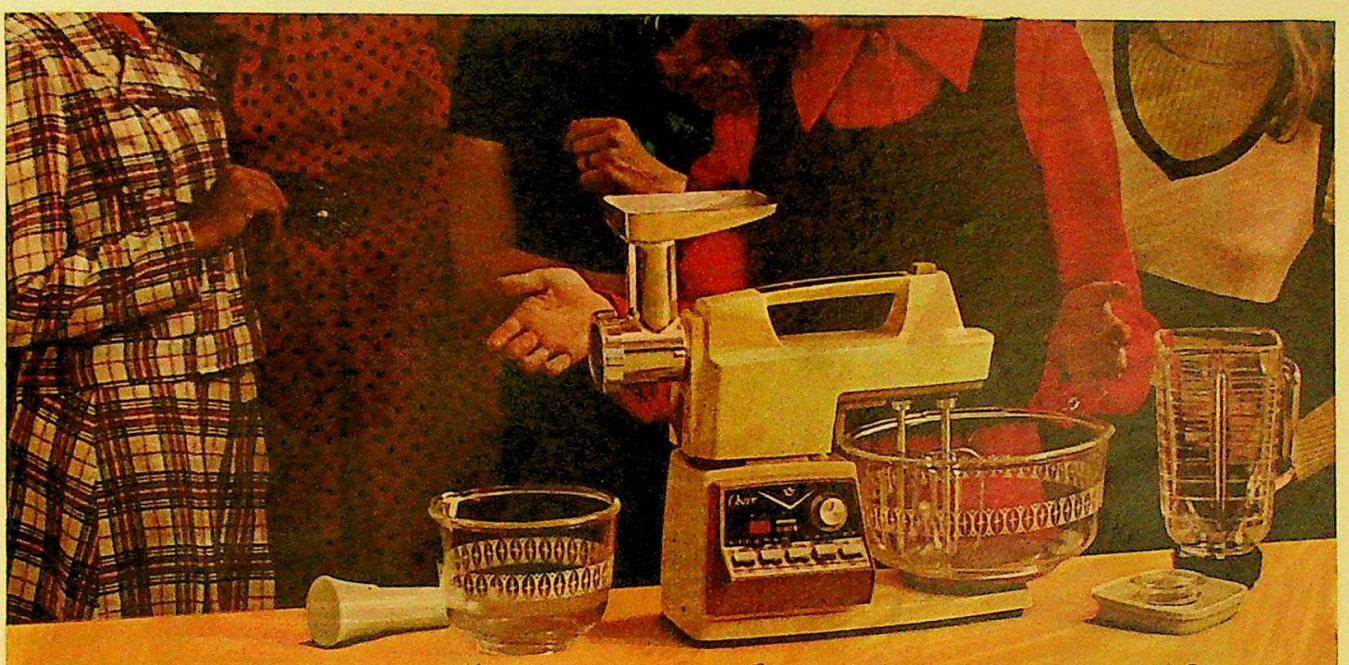
Knife and Scissors Sharpener.
Hones knives and scissors to original sharpness in seconds. Optional appliance.

Ice Crusher.
Crushes trayloads of ice from chunks to shavings in seconds. With insulated ice bucket. Optional appliance.

D7/368

Nov., 1973

BETTER HOMES & GARDENS p. 113



BETTER HOMES & GARDENS Nov, 1973 p. 113

New Oster Kitchen Center

A Complete Food Preparation Appliance

It's a Mixer! Snap on the Mixer arm, and you have a 10-speed mixer complete with jumbo 1½ and 4 qt. bowls, pushbutton beater ejector. Full motor power on all 10 speeds, to handle even the heaviest batters. Adjustable turntable rotates smoothly, freely.

It's a Blender! Ten speeds with instant start-stop Controlled Cycle blending—plus all the famous Osterizer features: 5-cup container with built-in pouring lip and handle, tapered cutting well, opens at both ends for easy emptying, cleaning. Stainless steel blades.

It's a Grinder! Reverse the Mixer arm and insert Food Grinder into power take-off—and there's a third useful appliance. Grinds meat without tearing or mashing, also fish, cheese, bread, nutmeats. Aluminum hopper, pusher, coarse and fine cutting discs.

Imagine! ONE compact, beautifully-styled, easy-to-use unit handles *all* your mixing-blending-grinding tasks. One unit takes the place of three . . . becomes the focal point of your countertop, ready to save you time and labor *every* mealtime, *every* day. One unit destined to become as much a necessity in the modern kitchen as your refrigerator or range—a *new major* appliance at a small appliance price!

The new Oster Kitchen Center—much more than just another "nice thing" for your kitchen. Its power, versatility and utility make it the most important innovation in food preparation since the Osterizer blender itself. Look for it wherever Oster appliances are sold. Available in harvest gold, avocado, or white.

Oster CORPORATION

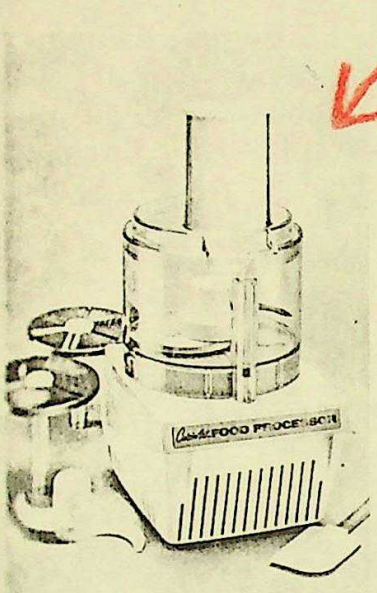
® Oster, Osterizer T.M. Kitchen Center
© 1973 Oster Corporation, 5055 N. Lydell Ave., Milwaukee, Wis. 53217

D7/368

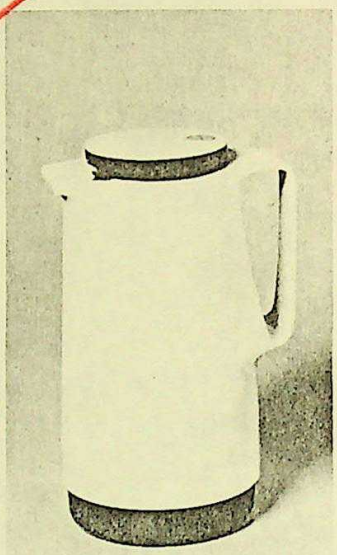
GIFTS & DECORATIVE ACCESSORIES

JULY, 1974 p.97

Food is beautiful—more and more of your customers will agree. Why? Because, as it goes up in price, food is acquiring luxury status. A good meal means more than ever. Part of food's appeal is its sensual appeal—to sight as well as taste. A good meal is a beautiful meal, and attractive, stylish gourmet accessories go a long way toward making a meal beautiful. People will be spending more time making inexpensive foods tasty and interesting, which should be a boost to gourmet sales. But be choosy and select your merchandise with an eye to fashion: on the table or in the kitchen.

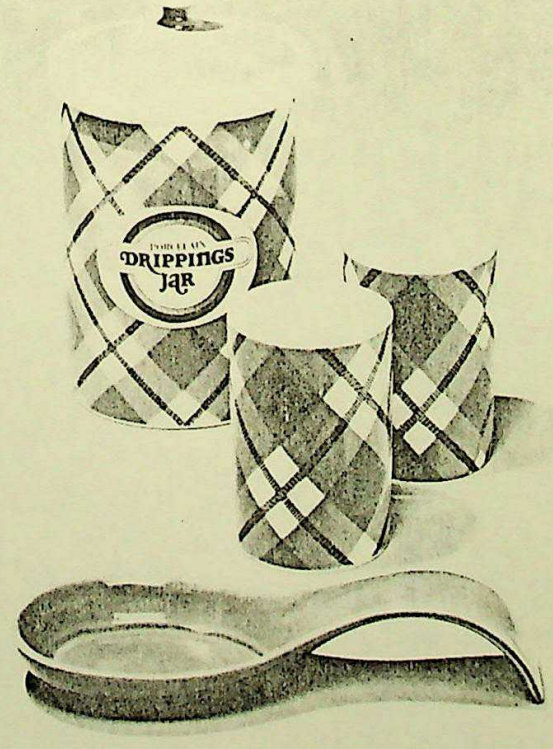


...all food processor from France ... grinds, blends, slices, and ... $160. Cuisinarts, 20 Bruce ... Ave., Greenwich, Conn.



Sleek vacuum jug in bright yellow with black trim. Pours with top on. $16. Copco Inc., 11 E. 26 St., New York.

...practicality characterizes these porcelain spice jars ... updated apothecary jar shape. The white, terra cotta ... jars protect spices from light. $8.95 each. Bing & ... 111 N. Lawn Ave., Elmsford, N. Y. 10523.



Gay, kitchen-brightening plaids. Drippings jar is 7⅝ in. high. $16. Salt and pepper shaker set, $7. Both in brown or green. Spoon rest in brown, green or yellow, $5. Fitz and Floyd Inc., 2040 Dallas Trade Mart, Dallas 75207

D7/368 F: An illustrated preview

TABLEWARE INTERNATIONAL P. 124 FEB., 1976

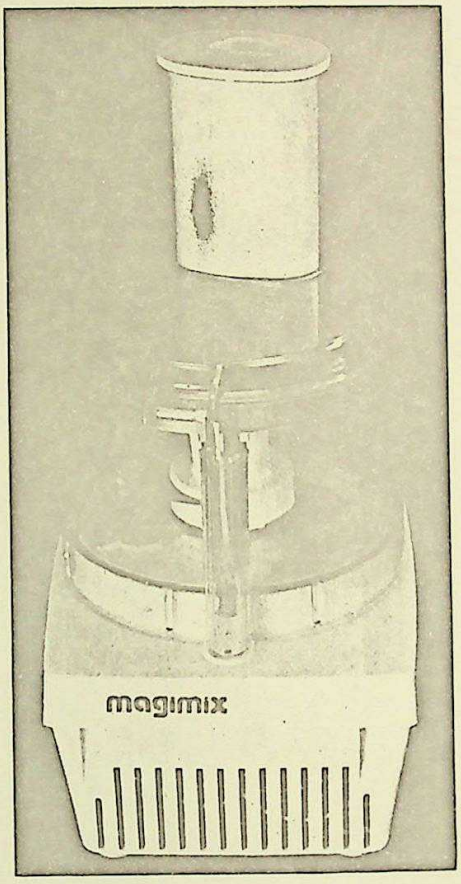
continued from previous page

Peerart (3/A39) will have on display a collection of designed mirrors, pictures and decorative furnishings. Indeed, Stephen Halstead's design department at Peerart has been working to produce 19 new designs for the fair. Amongst these will be designs for new decorative shelves, swing and hanging mirrors on solid mahogany, Adams style oval gilt mirrors, a range of 20 panel mirrors, a corner shelf and occasional tables, all of which will be on display for the first time.

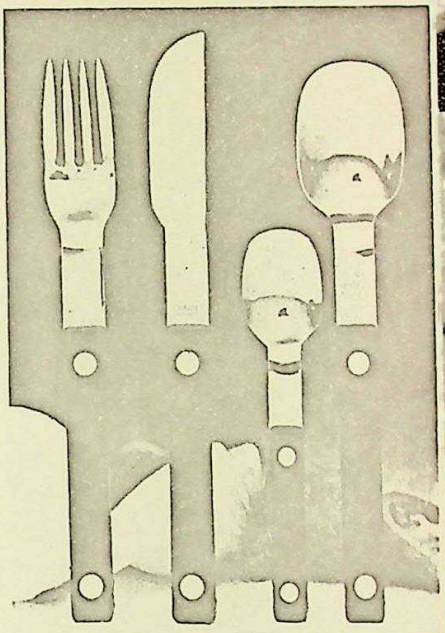
Cavan Crystal Ireland Ltd (1/A7) is introducing a new range of plain hand-blown full-lead crystal called Tantalus, the shapes designed by Kilkenny Design Workshops. Cavan will also show its full range of crystal, the sterling silver printed series of Irish coffee glasses produced by Cavan Decorated Glassware, and some additions in executive gifts.

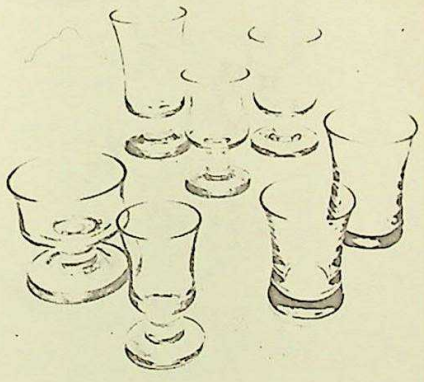
ICTC (5/D147) will be showing its full range of oven-proof whiteware, its flintware range, La Bourguignonne cookware imported from France and many other kitchen frypans, saucepans, woodware and kitchen utensils. Also on show will be the food preparation machine from France — the Magimix, which can handle almost any job connected with the preparation of food, and will be demonstrated at the fair.

continued on page 127



Above: Magimix, a French machine which deals with any job connected with food preparation, will be demonstrated at the Fair by its distributor ICTC (5/D147)



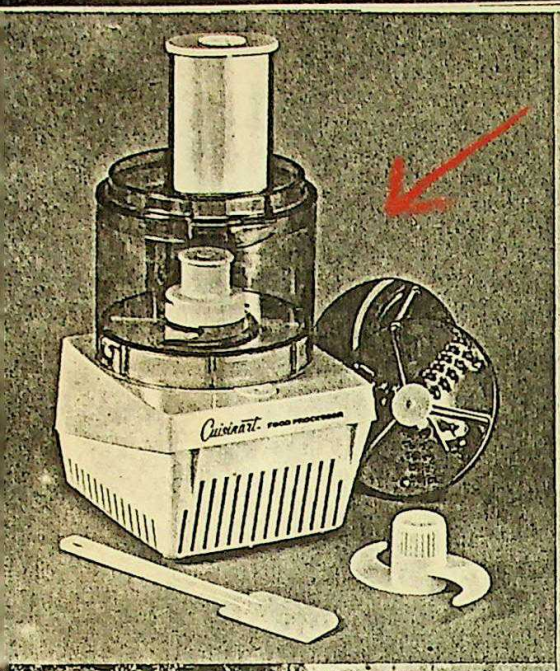


Top right: Cabaret, a French-made cutlery range with black, white or rosewood handles, can be seen on the stand of Cosmo Designs (1/B38)

Centre right: This full range of stemware and tumblers is new from Cavan Crystal Ireland Ltd, and can be seen for the first time (1/A7)

Below: Two hand painted vases and one of a new range of Pride of Britain portrait jugs, from H J Wood (Radford) Ltd (1/G161)

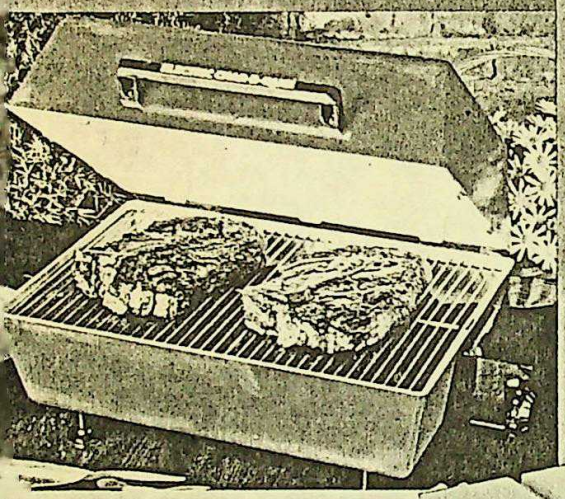
Chris Craft Gifts & Gear p.21
4-5-1976



NEW KITCHEN MIRACLE WORKER— THE CUISINART FOOD PROCESSOR.

To food expert James Beard it is "what I consider to be the most wonderful new piece of equipment that has come along in some time." Craig Claiborne calls it "the cooking gadget I would least prefer to do without." This gourmet French import is a new breed of kitchen appliance, fast, versatile and simple to operate. From appetizer to dessert, the Cuisinart Food Processor makes everyday meals exciting in less time than you would dream possible. In less than 60 seconds it will chop a pound of beef, or make pastry for a 9" pie, or slice a pound of carrots. Unlike a blender, it grinds and grates, chops and purees, slices and shreds. It makes sandwich spreads, cole slaw, hash potato pancakes, hamburgers, pastry dough, sausage meat, frozen shakes, prune whip, chocolate mousse and much more with speed and ease. All in an appliance less than 15" high, that takes only a half-square foot of counter space. Built to last of shatter-resistant, heat resistant Lexan with heavy duty motor fully protected against burnout. Easy to clean and dishwasher proof. Comes complete with stainless chopping blade, slicing and shredding disks, plastic mixing blade and instruction book with recipes. With full year guarantee on parts and labor. 115 volts AC.

#3719. Cuisinart Food Processor $190.00 (8)

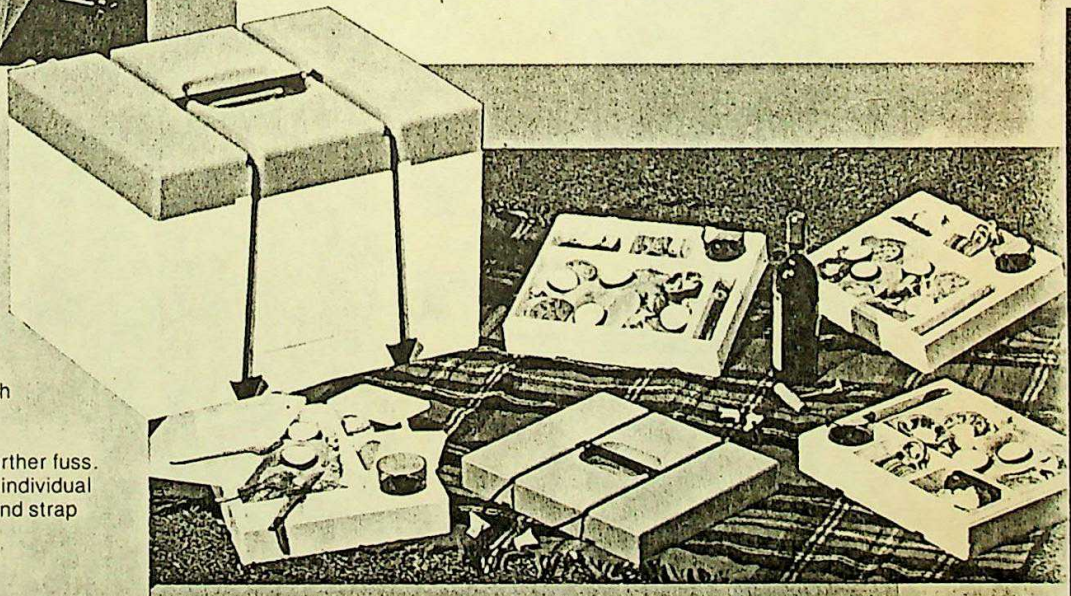


D7/368

OW DO YOU GET THAT GREAT AVOR WITHOUT BURNING CHARCOAL?

ew Electric Char-B-Que. No more lugging heavy bags of har-B-Que has something new...permanent self- o ashes to clean or dispost of, no messy hands, no o flames, no sparks. Turn a dial and the "fire" trol allows you to set the heat at proper temperature. throughout. And because you can adjust the heat, ise or lower the grill as with ordinary barbecues. ages, Electric Char-B-Que has a rust-proof a large cooking area, lets you grill, bake, broil and roast. No costly installation, plugs into any 110V outlet. Safe in boat cockpit, patio, terrace, or fireplace. Tangerine finish; size 22½" x 14" x 10" high.

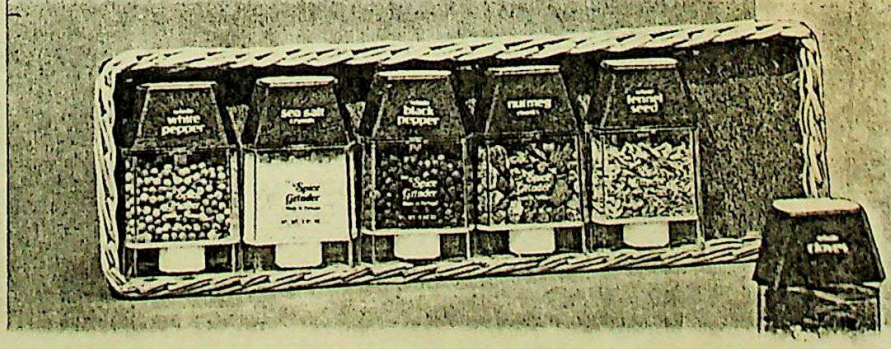
#689. Electric Char-B-Que $69.95 (20)



PRE-PREPARED PICNIC.

The best time and place to prepare a picnic repast is in advance of the event, and in your kitchen at home —not in the constricted space of a boat's galley or the wind-blown environment of beach or campground. This easy to transport Pac-a-Pic Kit lets you pre-pack everything in four individual, washable plastic trays, each fitted with its own plastic flatware and glass, ready for instant serving to members of the picnic party without further fuss. Compartmented 15" x 12" trays (with individual covers for each compartment) stack and strap neatly for easy carrying.

#3042. Pac-a-Pic Kit $37.50 (8)

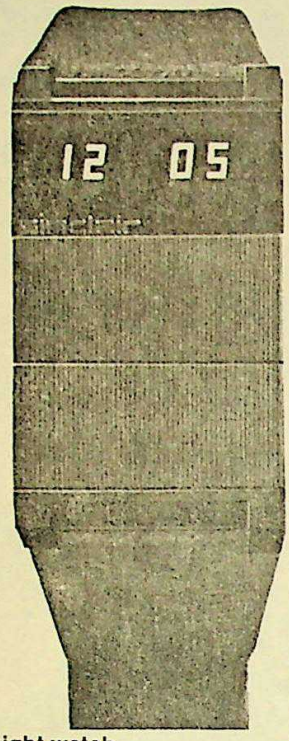


SPICY NEW TWIST.

A canny collection of condiments that stay flavorful and fresh as tomorrow because they are ground and dispensed only as you need them! With each in its individual grinder (just twist the top) you get six superb spices including Whole Black Pepper, Sea Salt Crystals, Whole White Pepper, Nutmeg Chunks, Whole Cloves and Fennel Seed. And all delightfully gift-packed in a hand-made Madeira Basket. A gourmet gift for everyone, including, not least, yourself.

#3850. Spice Basket $9.95 (2)

D7/368 Developing Developing Developing

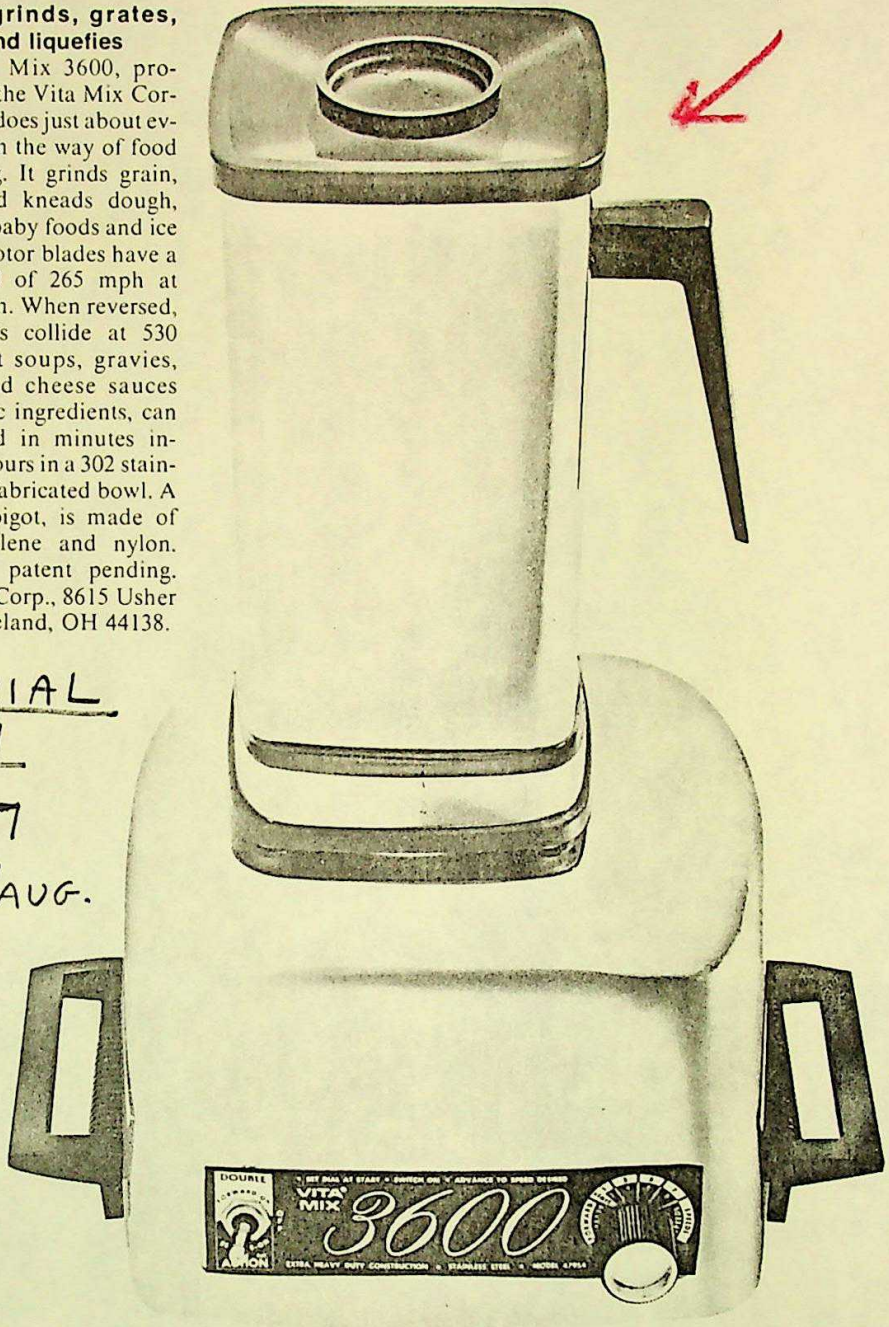


htweight watch

l black, plastic digital watch and band hing less than one ounce has been introed by Sinclair Radionics. Measuring 1½ by 10 inches, the watch does not use a timmodule. Guaranteed to within one second the watch has a single chip featuring inon logic technology. The LED display is ated by touching the face of the watch, ing either the hour and minute or minute econd. The heart of the watch is a preci-cut rock quartz crystal that vibrates an number of times per second, powered by hearing-aid batteries. The case is unbreakplastic. Sinclair Radionics, 375 Park Ave, York, NY 10022.

Mixes, grinds, grates, purees and liquefies

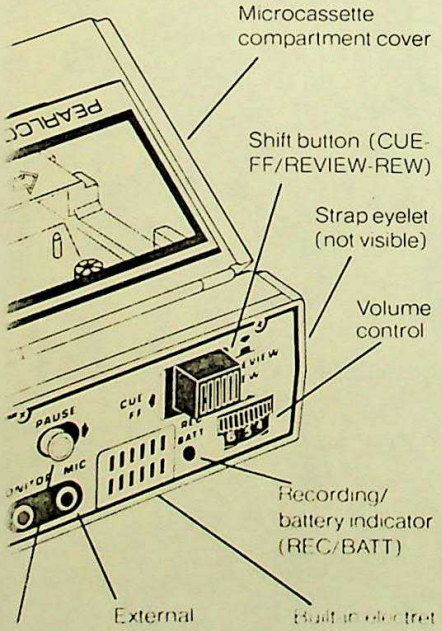
The Vita Mix 3600, produced by the Vita Mix Corporation, does just about everything in the way of food processing. It grinds grain, mixes and kneads dough, prepares baby foods and ice cream. Motor blades have a top speed of 265 mph at 24,000 rpm. When reversed, ingredients collide at 530 mph. Hot soups, gravies, cream and cheese sauces from basic ingredients, can be cooked in minutes instead of hours in a 302 stainless steel fabricated bowl. A serving spigot, is made of polypropylene and nylon. Both are patent pending. Vita Mix Corp., 8615 Usher Rd., Cleveland, OH 44138.

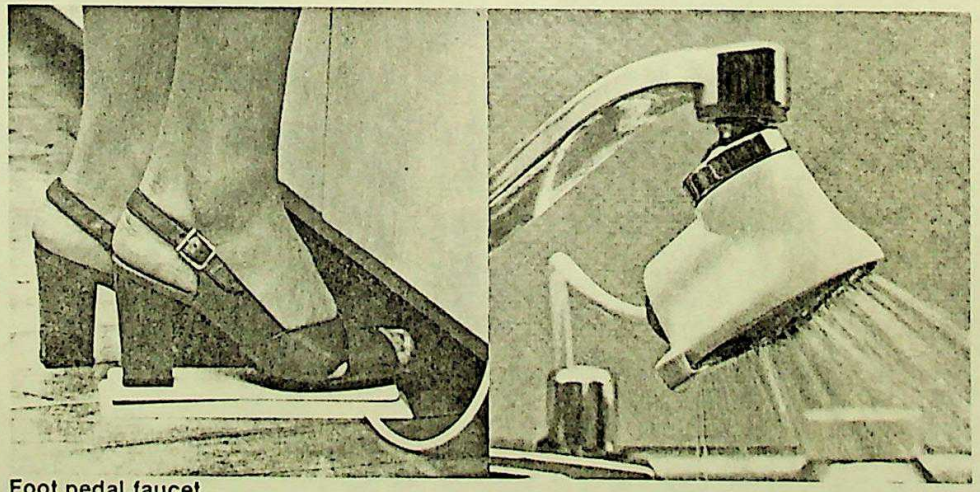


INDUSTRIAL DESIGN

P. 67

JULY/AUG. 1976





Foot pedal faucet

A new faucet attachment that controls water flow through use of a footpedal has been developed by Conservocon, Inc. "Rainbow" is a valve body with swivel spray head, activated by a controlling

D7/368

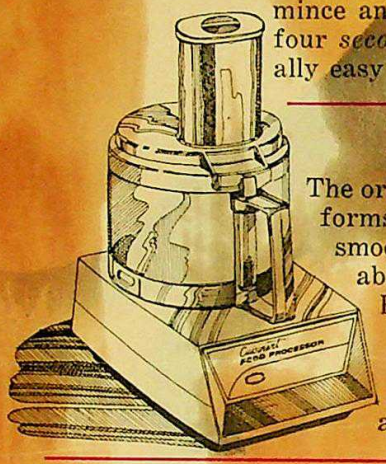
GOOD HOUSEKEEPING P. 230 NOV., 1977

Buying Guide to

FOOD PROCESSORS

These unbelievably quick appliances (they work in *seconds*!) take the tedium out of dozens of chores like chopping, kneading, slicing. We tried seven major brands—here's how they work

They're not just another "gourmet gadget," these super-quick appliances. They do an amazing number of everyday jobs that would otherwise take the time—and patience—you may not have. They chop a pound of beef in a minute, mix piecrust in ten seconds, mince an onion in four—yes, four *seconds*. And they're really easy to assemble, operate and clean. Basically, they consist of a clear-plastic container into which you put one of the tools (slicer, shredder, etc.) and then the food. There is only one speed, so you control the texture of "ground" foods by "on" time. All the brands we worked with performed well; see chart for how we rated the foods they processed. Differences in the machines are noted in our descriptions of each, starting below.



CUISINART

The original processor, performs full range of jobs smoothly, quietly, reliably. Optional disks: French fries, etc. Similar performance with metal-base unit, about $225; and plastic-base, $160.

HAMILTON BEACH

Plastic base with an on-off switch. An extra: pulse switch that provides on-off action for foods needing little mixing. Suction feet reduce vibration. About $160.

WE RATE THE RESULTS WITH 15 TYPICAL FOODS

Foods	American Electric	Cuisinart	Farberware	General Electric	Hamilton Beach	Moulinex	Onuchef
Beef chuck, chopped	F	G	F	G	G	F	F
Cabbage, sliced	F	E	F	F	G	F	F
Carrots, sliced	E	E	E	E	E	G	G
Celery, sliced	E	E	E	E	E	F	G
Chocolate mousse	G	G	G	E	F	E	F
Mayonnaise	G	E	G	F	G	G	G
Mozzarella, shredded	G	F	G	G	F	G	F
Parmesan, grated	G	G	F	F	E	E	G
Peanut butter	F	G	F	F	G	E	E
Pepperoni, sliced	P	F	G	P	G	*	E
Pie pastry	G	E	G	G	F	*	G
Potatoes, shredded	G	E	F	F	F	G	E
Strawberries, sliced	G	G	F	F	G	F	F
Yeast bread, kneaded	G	G	P	G	G	*	F
Zucchini, shredded	F	F	E	F	G	G	G

Key: E-Excellent G-Good F-Fair P-Poor *Appliance not appropriately equipped for this task.

Illustrations by Werner Kappes

INSTITUTE/APPLIANCES & HOME CARE/RUTH LAUMAN: ASSOCIATE

MORE

D7/358
Nov. 1977 p. 232.
Good Housekeeping

Buying Guide to

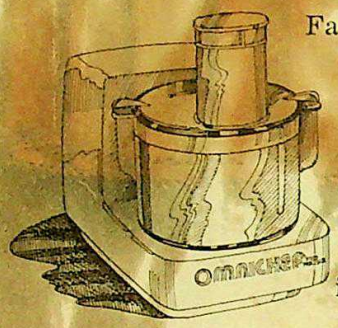
FOOD PROCESSORS

continued

When you use a food processor, you simply place the container on the center shaft, and put the cutting tool in place (see bottom sketch for the basic tools that come with the units). If you're slicing or shredding, you lock on the cover, turn it to start and feed the food through the 3-inch-wide oval feed tube, pushing it down against the whirling blade with a plastic "pusher." If you're grinding food using the knife blade, you can either put the food directly into the container before you start the motor, or add the food through the tube.

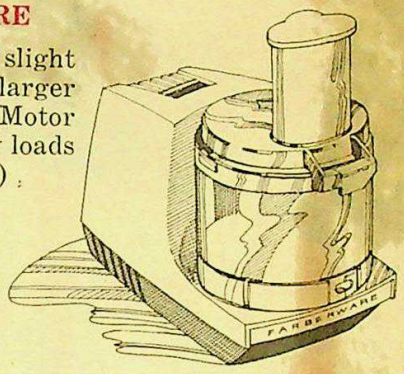
The machine still can't do everything, of course. Currently, none of them can whip cream or beat egg whites as well as a mixer. They can't handle more than 2 cups of watery liquids—for larger amounts, run one batch after another—or batter or dough recipes that call for more than two or three cups of flour. Foods to be sliced or shredded must be cut to fit the feeder tube in the cover, so you can't get long shreds of cabbage, or perfect slices of large cucumbers or potatoes. More about what processors *can* do, on page 234.

OMNICHEF



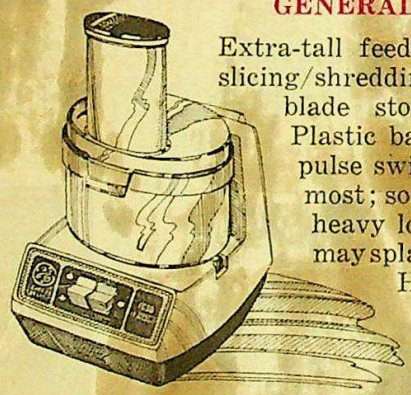
Faster and quieter than most other food processors. Plastic base is lighter than most; there's some vibration with heavy loads. Comes with three tools, no plastic mixing blade; use steel knife instead. About $120.

FARBERWARE



Feed tube has slight bulge to take larger pieces of food. Motor slows under heavy loads (some vibration), shuts off with overload, restarts when cooled. About $120.

GENERAL ELECTRIC



Extra-tall feed tube. Reversible slicing/shredding disk. Disk and blade store in container. Plastic base, on-off switch, pulse switch. Lighter than most; some vibration with heavy loads. Thin liquids may splash out top of bowl. Harder to clean and noisier than average processor. About $90.

MOULINEX "LA MACHINE"

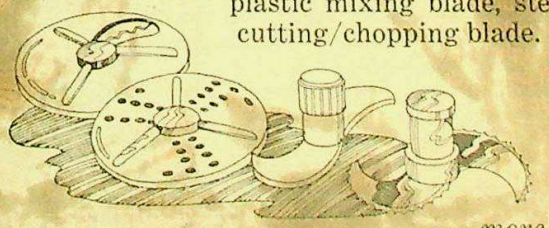
A three-part system with extra-fast motor. From left to right, below: cutting/chopping unit with 1-cup capacity on base; blender unit; vegetable "chef" with three reversible disks (you feed vegetables into machine, use separate bowl to catch food). About $120.

AMERICAN

Quieter than most processors. Some vibration with heavy loads; motor shuts off with overload; reset button starts it when cooled. For bread dough, you're limited to 2 cups flour (can add the rest by hand). The plastic base has extra-long cord. Deluxe model has four extra plastic disks, plastic storage caddy. Regular model, about $80; deluxe model, about $90.

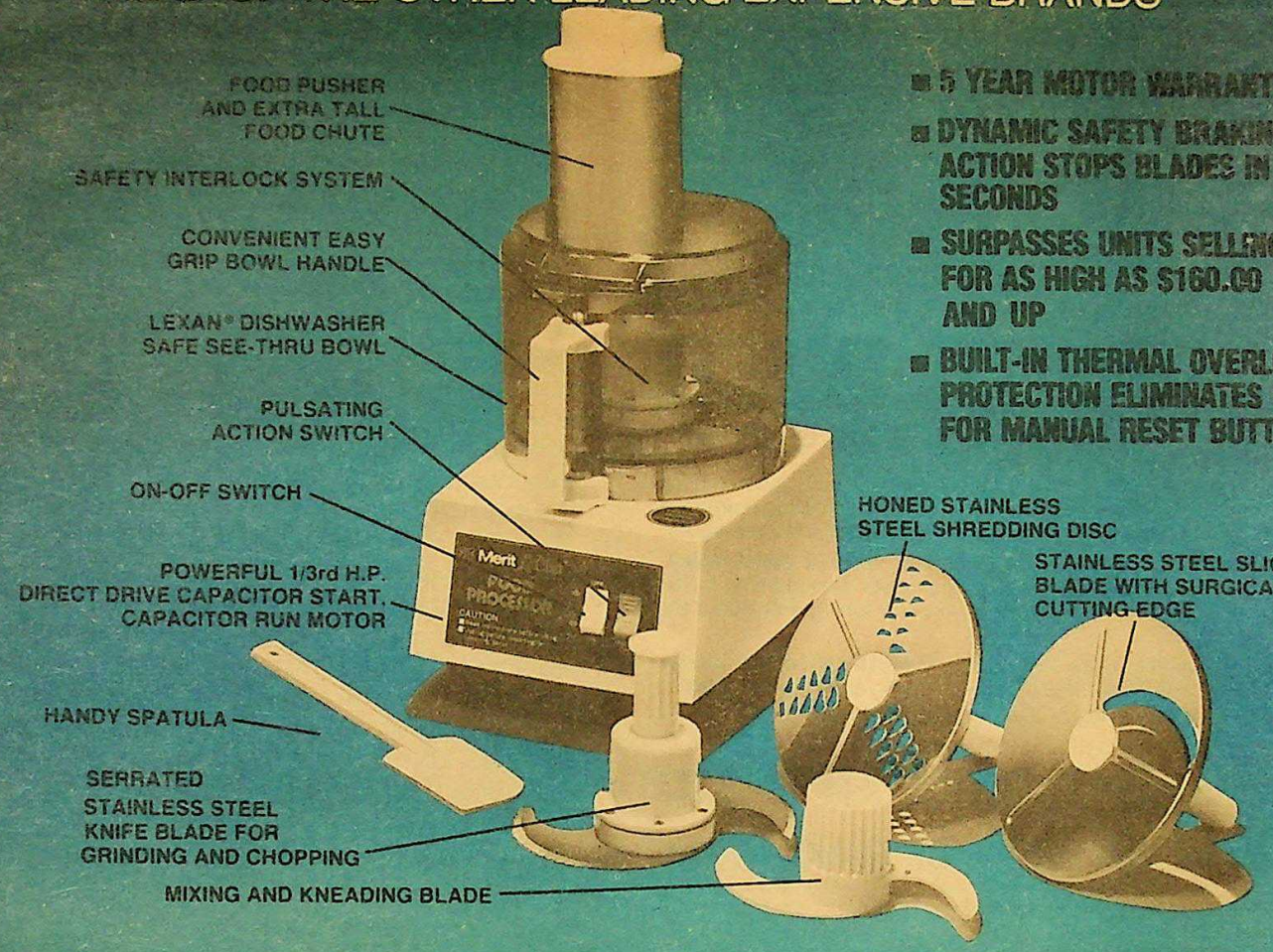
TYPICAL FOOD-PROCESSOR TOOLS

From left to right: slicing disk, shredder disk, plastic mixing blade, steel cutting/chopping blade.



more ▶

AHEAD OF THE OTHER LEADING EXPENSIVE BRANDS


FOOD PUSHER AND EXTRA TALL FOOD CHUTE
SAFETY INTERLOCK SYSTEM
CONVENIENT EASY GRIP BOWL HANDLE
LEXAN® DISHWASHER SAFE SEE-THRU BOWL
PULSATING ACTION SWITCH
ON-OFF SWITCH
POWERFUL 1/3rd H.P. DIRECT DRIVE CAPACITOR START, CAPACITOR RUN MOTOR
HANDY SPATULA
SERRATED STAINLESS STEEL KNIFE BLADE FOR GRINDING AND CHOPPING
MIXING AND KNEADING BLADE
HONED STAINLESS STEEL SHREDDING DISC
STAINLESS STEEL SLICING BLADE WITH SURGICAL CUTTING-EDGE
Merit
PROCESSOR
CAUTION

- 5 YEAR MOTOR WARRANTY
- DYNAMIC SAFETY BRAKING ACTION STOPS BLADES IN SECONDS
- SURPASSES UNITS SELLING FOR AS HIGH AS $160.00 AND UP
- BUILT-IN THERMAL OVERLOAD PROTECTION ELIMINATES NEED FOR MANUAL RESET BUTTON

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* WE WILL FLY 200 UNITS OR MORE TO ANY DESTINATION IN THE U.S.A. AT REGULAR TRUCK RATES. DELIVERY AT ONCE FOR THANKSGIVING AND CHRISTMAS PROMOTION.

* THE COMPLETE FOOD PROCESSING SYSTEM THAT CHOPS, MIXES, SLICES, KNEADS, GRINDS, GRATES, SHREDS, PUREES, ETC.

YOUR COST $59.95

$99.95 SUGGESTED RETAIL

NO RISK OFFER — TO PROVE OUR QUALITY WE WILL SHIP YOU AT ONCE 1 UNIT AT THE REGULAR PRICE. IF IT ISN'T ALL WE SAY IT IS, RETURN THE UNIT AND WE WILL REFUND THE FULL PURCHASE PRICE.

PRODUCTS OF MERIT BY

Merit

ENTERPRISES, INC.

D7/368

Nov. 14, 1977
P. 43
Retailing Home Furnishings

n Solomon:
rights: "Hoover is
o way to get around

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We're selling hun-

dinators disagreed, however. The buyer from the Eastern Seaboard said, "Electric brooms don't do the job on carpets that vacuum cleaners do, and we're seeing a slight decrease in sales."

True Value Flyer Plays Up Donut Factory, Corn Popper

CHICAGO — Dazey's Donut Factory at $16.88 and West Bend's corn popper at $9.99 are featured on the front of True Value's Christmas direct-mail flyer. Some 12 million people in 50 states will receive this promotion, mailed in mid-November.

Ed Lanctot, general merchandising manager for Cotter & Co., the member-owned wholesaler which also handles True Value promotions, said, "We chose these because the corn popper is specially priced and the Dazey is a new item.'

Besides the full-color booklet, True Valye's holiday advertising will appear on national radio and television, as well as in major consumer magazines. Regional advertising through newspapers, TV and radio is scheduled in 44 city markets.

YULE FLYER for True Value retailers gives Dazey's Donut Factory and West Bend's corn popper front-page treatment.

THE ONE UNIT WITH . . . ALL THE MOST WANTED QUALITY FEATURES!

Le Chef FOOD PROCESSOR BY Merit

A FOOD PROCESSOR!

STOP WASTING FOOD, TIME, ENERGY AND MONEY.

SAVE... Make Bread

in three minutes—Juice without waste—Cook gravies, soups, sauces without burning—Freeze instant "ice cream"—Make Peanut Butter without adding oil—Grind Meat for Pates or Hamburgers—Instant Dinners—Salads, Cakes, Baby Foods, Bland Diets, Purees, Party Drinks, Chopped Ice—Hundreds of additional gourmet recipes.

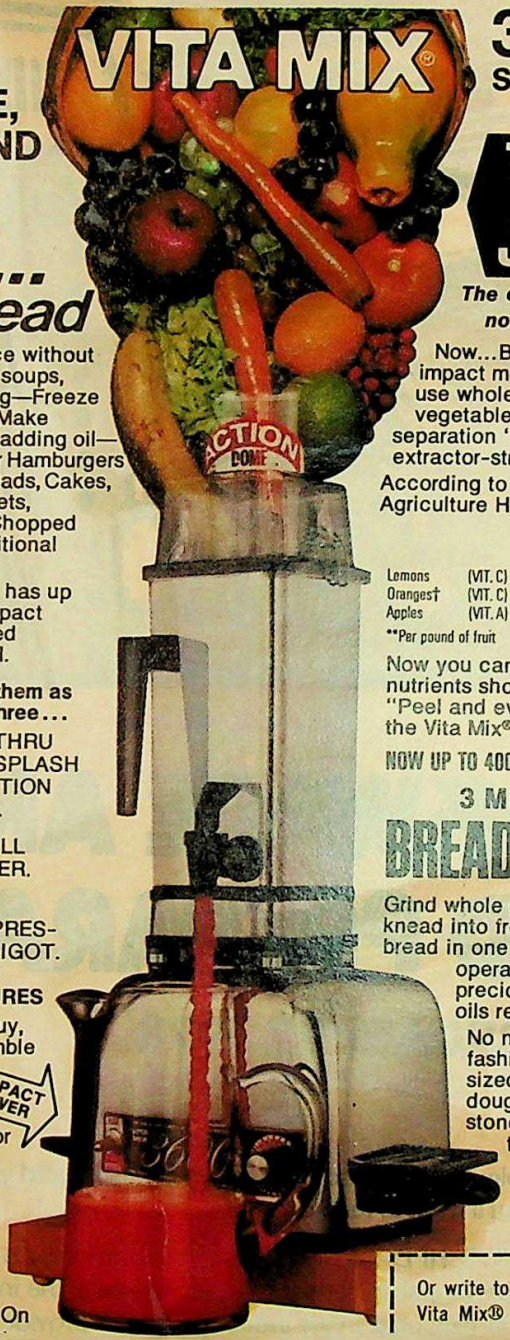
Because Vita Mix® . . . has up to 1,000 times more impact from exclusive patented Instant Blade Reversal.

Vita Mix® 3600 Makes them as simple as One, Two, Three . . .

1. PUT FOOD THRU PATENTED SPLASH GUARD "ACTION DOME TOP".
2. FLIP THE FULL IMPACT LEVER.
3. OPEN THE PATENTED PRESSURIZED SPIGOT.

CHECK THESE FEATURES

- No attachments to buy, store, clean or assemble
- Full 5 year Parts Replacement
- Commercial, Super-Powered Motor
- Self-Cleaning
- UL Listed—Commercial Quality
- Cord Plugs Into Standard 110-120 Grounded Outlet
- 265 MPH Blade Tip Speed Instant Head-On Impact



3600 STAINLESS STEEL TOTAL JUICER®

The one that throws nothing away!

Now...By using patented impact method for juicing, use whole fruits and vegetables and not old separation "throw-away" extractor-strainer method.

According to U.S. Dept. of Agriculture Handbook:

		extracted juice only	peel and everything
Lemons	(VIT. C)	90mg**	346mg**
Orange†	(VIT. C)	109mg**	319mg**
Apples	(VIT. A)	160I.U.**	380I.U.**

**Per pound of fruit †Fresh ripe Valencias

Now you can get up to the nutrients shown above. "Peel and everything" is the Vita Mix® way.

NOW UP TO 400% THE VITAMINS!

3 MINUTE BREADMAKER

Grind whole grain, mix and knead into fresh home made bread in one easy 3-minute operation with precious vitamin oils retained.

No need for old fashioned over-sized bowls, kettles, dough hooks or stone grinders that clutter your kitchen and take so much time.

Non-Stop Year 'Round Advertising Gets This Message To More Than 100 Million Customers.

The only machine in the world that cooks, juices, freezes, makes 3 minute bread and so much more.

- Cooperative local advertising
- Demonstrators
- Sales training for your employees
- Full five year guarantee with free pick-up and delivery at your customers home
- Toll Free telephone for answering your questions, customers questions, and quick filling of your orders
- Free brochures and point of purchase advertising
- Local Promotions
- Profitable mark-ups

Call TOLL-FREE (800) 321-2790

for a complete folder of dealer information, exclusive features, plus available ad, display and promotion material.

HOUSEWARES SHOW Booth 2751

Or write today to:
Vita Mix® Corp. • Dept. HFD 1 • 8615 Usher Rd. • Cleveland, Ohio 44138

JAN. 16, 1978
RETAILING HOME FURNISHINGS
SEC. 3
P. 49
D 7/368

Stainless Steel Concussion Chamber
- Safest Stainless Steel Construction
- No Other Appliance has Vita Mix® Features
- U.S. Made, Nation-wide Service

It's a Total Juicer®
It's a Cooker
It's a Breadmaker
It's an "Ice Cream" Freezer

Name
Company Name
Address
City
State Zip

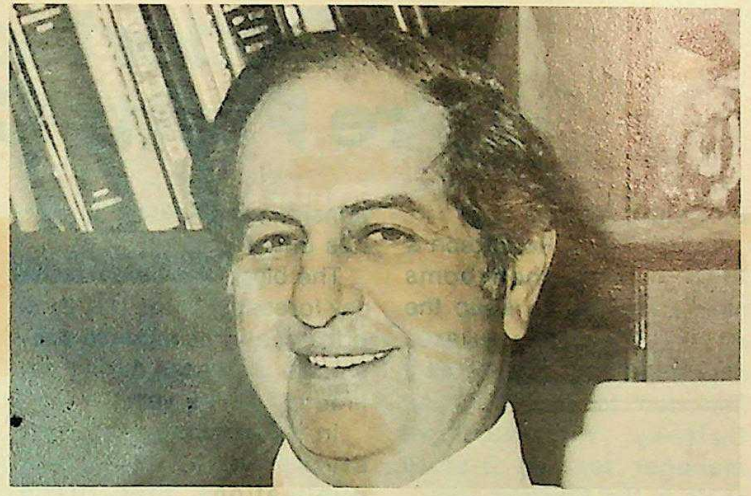
lled Ellman's Secret

kates or deep-sea reels," with the in- book, Weinstein said. make our own state- with our own catalog, believe me, we've tried desperately to make contribution with our book."

prefers his approach to of catalog merchants are group members not for the flexibility in e of items carried, but for the freedom to ex- pand where he thinks he can be a success.

"We're not interested in being with other books and other groups," said Weinstein. "If we were, then we might not have been able to move into Greensboro. We might have had to compromise on that market with a member in our group if we belonged to one."

Weinstein said his main problem was to balance sales on a seasonal basis.



BOB WEINSTEIN: "When you study us on the basis of 365 days a year, we beat even the discounters.

Your Customers Already Know That The Vita Mix® Is...

MUCH MORE THAN

A 7/368

These GE Housewares leaders will make '78 a great new sales year for you.

SUPPLEMENT TO HFD
RETAILING HOME FURNISHINGS
JAN. 16, 1978 SEC. II

Toast 'n Broil Toast-R-Oven© Toaster (T114)
Now, broil in this new Toast-R-Oven that also toasts and bakes. Oven settings for 200°F to 500°F; toasts up to four slices of most breads.

Bag Sealer (BAG-10)
This new Bag Sealer makes boilable and ordinary plastic bags airtight for leftover freezer storage, sandwiches, etc. Great for boil-in-the-bag or microwave cooking.

Triple Treat©Donut Maker (DM 1)
This new Donut Maker has 3-donut capacity. Convenient removable flip grid helps remove donuts onto plate. Eliminates the inconvenience and mess of frying in deep fat.

New Wall Clock 2203-001/006
Promotional clock fits most decors. White, harvest.

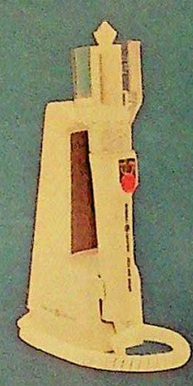
Electric/Battery Wall Clock 2204-2589
Handsome antique styling. Cordless or electric.

Super-Turbo©Pistol Dryer—PRO 11 (5116-005)
Lightweight 1400 watt hair dryer has three heat/speed combinations yet only weighs 15 oz. Five accessories for styling, drying flexibility.

Food Slicer (SL 10)
Great for left-overs, party platters, snacks. Slices most foods thin to 3/4" thick. Folds to store easily.

Food Processor (FP1)
A fast and versatile work saver. Ideal for both gourmets and non-gourmets, it slices, chops, shreds, grates, grinds and minces in a fraction of the time normally required for hand operations.

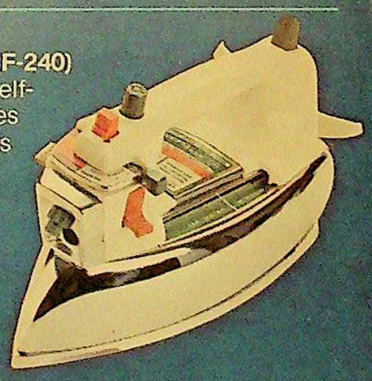
Coffeematic©Automatic Drip Coffeemaker (DCM-15)
The automatic Drip Coffeemaker with brew starter for automatic brewing at the preset time. Now, have fresh-brewed coffee waiting in the mornings.



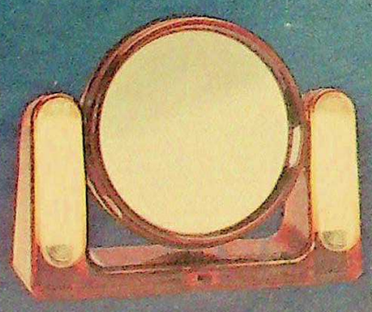
Peeling Wand©Electric Peeler (EP1)
Makes peeling fruits and vegetables less of a chore. Can be used under running water. And the spatter shield helps contain peelings; easily rinses clean.

Super-Pro© Pistol Dryer (PRO-6)
1400 watts of blow-drying power, plus four heat and two air speed settings. Attachments include body waver brush curler and curl dryer, spot drying concentrator and stand.

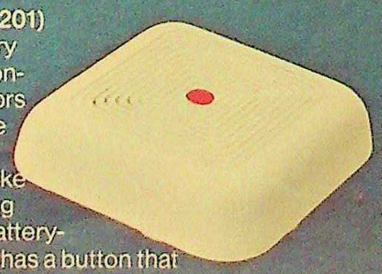
Light 'n Easy® Iron (F201)
Compact iron weighs only 1.6 lbs.! Yet does same job as heavier models. Uses less electricity, too. "Instant Spray" feature gets out stubborn wrinkles. Works at any fabric setting, too.



Self-Clean II© Iron (F-240)
This great-selling Self-Clean II©Iron flushes out lint and minerals through the steam vents. Cleans over the sink—not on clothes. Uses most tap water and helps prevent clogging and brown spotting.



Looking Glass© Lighted Beauty Mirror (IM5)
Fashion-styled in a tortoise brown colored frame. Dual swivel mirrors have regular and high magnification.



Home Sentry© Smoke Alarm (8201)
The Home Sentry Smoke Alarm continuously monitors the air for smoke and triggers an alarm when smoke enters its sensing chamber. This battery-operated model has a button that tests the horn, battery and electrical continuity.

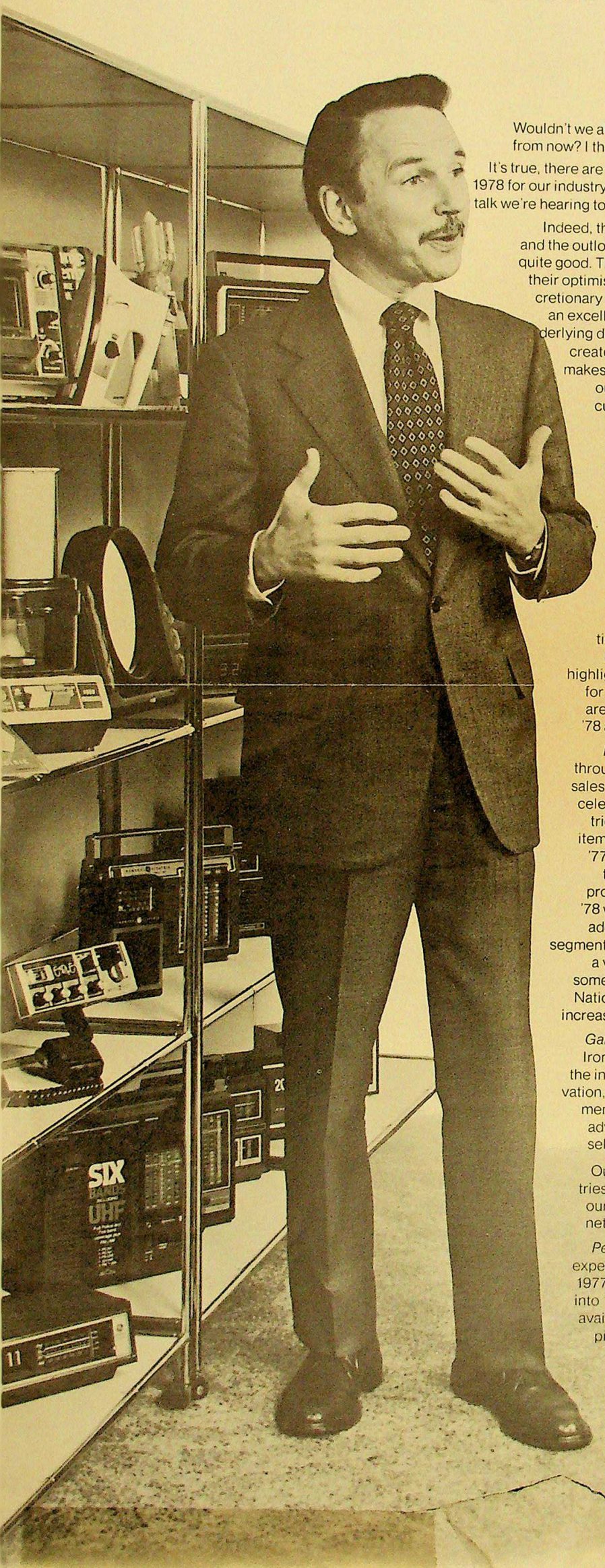
Security Light (8350)
The Home Sentry © Security Light lights automatically during power failures. Can also be used as a flashlight and night light. Plugs into outlet for power failure light and recharging.

GENERAL ELECTRIC

Jan. 16, 1978

D 7/368

"1978—We made it a great year!"



Wouldn't we all like to be able to say that 12 months from now? I think we can.

It's true, there are some who forecast a soft economy in 1978 for our industry. However, much of the recessionary talk we're hearing today seems to lack substance.

Indeed, the economy appears basically sound, and the outlook for both Audio and Housewares is quite good. The buying plans of consumers reflect their optimism. Combined with high levels of discretionary spending, this environment presents an excellent opportunity for all of us. This underlying demand strength, plus the excitement created by our new product introductions, makes me very optimistic about 1978...for our dealers, ourselves and our mutual customer, the consumer.

In short, I think this year can be as good as we want to make it, through prudent business management, careful product selection, and creative merchandising efforts. General Electric, as a full service supplier, will continue to support you with value oriented Housewares and Audio products attuned to consumer's desires, readily available, and supported by high-visibility, high-impact, national advertising and merchandising. Let's take a moment to recap '77 and highlight our product and promotion plans for first half '78. I think you'll agree they are going to contribute towards making '78 another great year.

Food Preparation. 1977 was a breakthrough year for the Food Processor, and sales of this new basic will continue to accelerate in '78. Our Peeling Wand® Electric Peeler looks to be an excellent gift item. GE Toast-R-Oven® Toaster sales in '77 were at an all time high as we maintained our number one position. Our product introductions in the first half of '78 will include an exciting Toast 'n Broil addition to the Toast-R-Oven® Toaster segment, a highly promotional Donut Maker, a value priced Bag Sealer and a handsomely styled, easy-to-store Food Slicer. National advertising in Food Prep will be increased over 1977, in itself a record year.

Garment Care. General Electric's 1977 Iron sales increases were supported by the introduction of our new product innovation, Light 'N Easy.® To maintain our momentum, we plan to expand national TV advertising by 40% for these new, fast-selling models.

Our Self Clean II® Iron line, the industries' feature leader, will be promoted in our consumer rebate programs and on network TV.

Personal Care. This industry segment experienced a substantial turn around in 1977. We believe this pace will continue into 1978 and therefore plan to increase availability by nearly 50% in the key pro pistol category. Our TV advertising in turbo hair dryers alone will be 25% greater than our total hair dryer advertising during 1977.

Clocks. Recognizing the importance of controlling SKU's and increasing turnover in this core business, for ourselves and our dealers, General Electric has completed a five year plan which has allowed us to reduce the model count by 60% while increasing sales by 55%. In '78, we plan to maintain that sales pace while selectively adding exciting new models to our line.

Home Security. There has been dramatic growth of this business in the past two years, yet the saturation level of smoke alarms is still quite low. Consequently, there is a substantial opportunity for continued sales growth in 1978. We're planning on it. We are providing the sales tools to achieve these sales...significantly lower dealer cost, a consumer rebate program starting January 1 and a national advertising campaign that includes network T.V., radio and Sunday supplements. In our judgment, 1978 will be a record year for General Electric Smoke Alarm sales.

Radio. As 1977 demonstrated, the Radio industry continually rejuvenates itself by innovating dynamic new products and features. And 1978 will be no exception at GE. We're adding four new models right now... including a value priced digital clock radio, a full feature model, a unique TV sound electronic digital clock radio and an AM/FM instant weather portable model.

Tape. In spite of strong competition for the consumer's audio dollar, the stability of portable tape recorder volume reflects strong consumer support. General Electric Tape product sales were the best ever in 1977, and we plan to continue that growth. In the first half of 1978 this broad line of attractively styled models will be highlighted by four introductions ...including a new micro-cassette recorder, a new portable 8-track player, a new highly styled cassette model and a new TV band radio recorder.

CB. Clearly, dramatic change was the prime characteristic of the CB Industry in 1977. However, GE's program was one of consistency; offering high quality, attractively styled volume-oriented product at price points...supporting its dealer structure...and establishing the GE brand through a dramatic National Advertising campaign. Our model line will be increased by 8 new offerings to provide feature oriented models for additional market coverage. In addition, you can count on us to continue to provide active merchandising and advertising programs that are responsive to market conditions. Our goal in the CB segment is clear. To achieve that goal GE will stay in tune with the consumer and in touch with you.

There in capsule form, are the opportunities. Innovative product plans, together with strong promotion, consumer rebate offers, and national advertising represent our commitment to a fast start in '78. Add to these a basically favorable economy and you have all the elements for sales success.

We invite you to come along. If we work together, as business partners; we can dispel any doubts about the future.

"'78—We'll make it great!" Right?

Paul W. Van Orden
Vice President and General Manager
Housewares & Audio Business Division

GENERAL ELECTRIC

D 7/368

JAN. 30, 1978

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housewares

briefs

Cleveland Club Plans Basketball Night Out

CLEVELAND — The Cleveland Housewares Club is sponsoring a trip to the Cleveland Cavaliers basketball game Thursday, Feb. 16, at the Coliseum in Richfield, Ohio.

Tickets are $3.50 each. Dan Sabino is in charge.

NY Hardware Group Sets Date for Dance

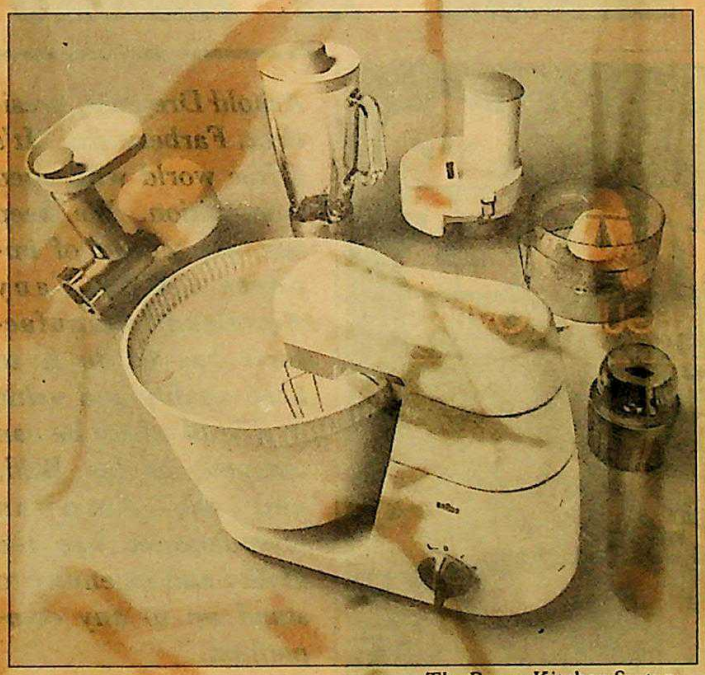
NEW YORK — The Hardware Boosters of New York will hold its annual dinner dance Friday, March 10 at the Sheraton-Heights Hotel, Hasbrouck Heights, N.J.

Tickets are $25 each. All profits go to the Hardware Boosters Welfare Fund.

Handy Dan Selected '77 Retailer of Year

LOS ANGELES — Handy Dan Home Improvement Centers Inc. has been named 1977 retailer of the year by the Brand Names Foundation.

The chain of 65 home centers received the award, according to



The Braun Kitchen System

Behind every great cook, there is a great assistant.

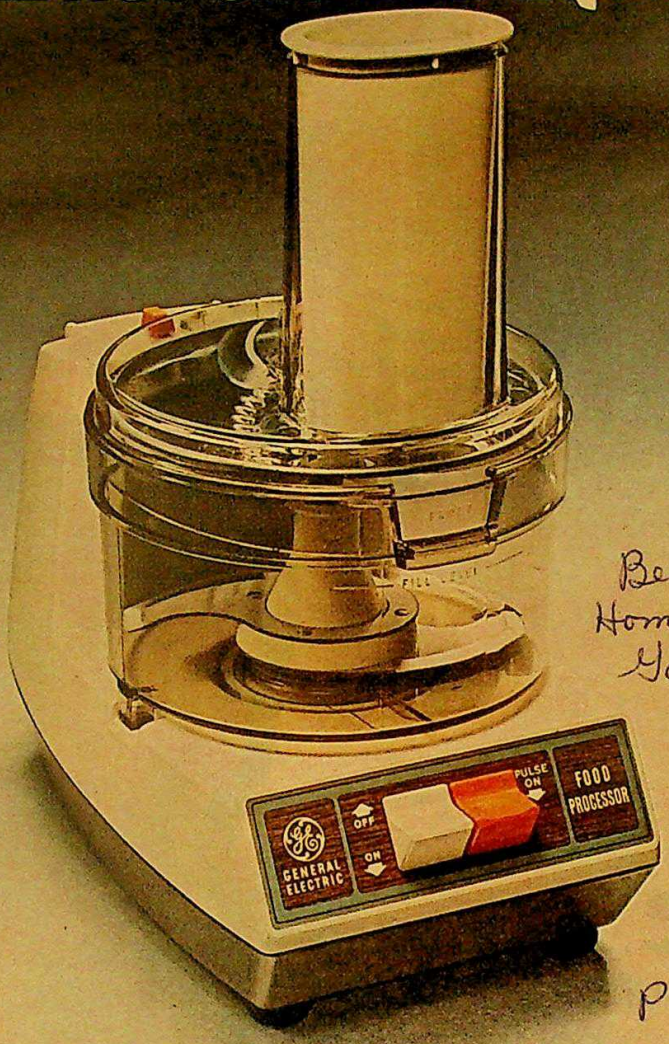
Purring quietly, the Braun Kitchen System will slice, shred, chop. So can other machines. But can they all grind meat? Beat eggs to a firm fluff? Knead two pounds of dough? Squeeze citrus juice? Grind coffee? Braun can. Uncomplainingly. The perfect assistant.

BRAUN

RETAILING HOME FURNISHINGS

D 7/368

ALL FOOD PROCESSORS ARE NOT CREATED EQUAL.



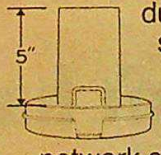
Better Homes & Gardens

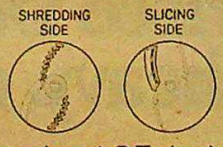
p. 182

April 1978

Of all the food processors around today, none gives you all the features of the GE Food Processor. The GE Food Processor chops, grinds, shreds, slices, grates, blends, mixes, purees most foods in less than 60 seconds. The motor is in the back, not underneath, so it fits under standard kitchen cabinets.

It has a dual-switch panel with on/off and pulse control. A five-inch food chute rather than a four-inch one. And a dual-purpose disc which slices on one side and shreds on the other. There are no extra blades to store outside the bowl. It's serviced by a network of 235 service centers. If you need any more reasons to buy the GE Food Processor, drop in to your local GE dealer. Seeing is believing.





GENERAL ELECTRIC

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APRIL, 1978

PAGE 182

BETTER HOMES & GARDENS

D7/368

May, 1978

MAY, 1978

PAGE 116

GOOD HOUSEKEEPING

Norelco presents a shopping list to help you shop for the right food processor.

Make sure it has a choice of controls with a Pulse Switch. The extra-fine control of a pulse switch lets you start and stop the action quickly. So you won't cream your carrots, batter your batters. Or puree your pâtés.

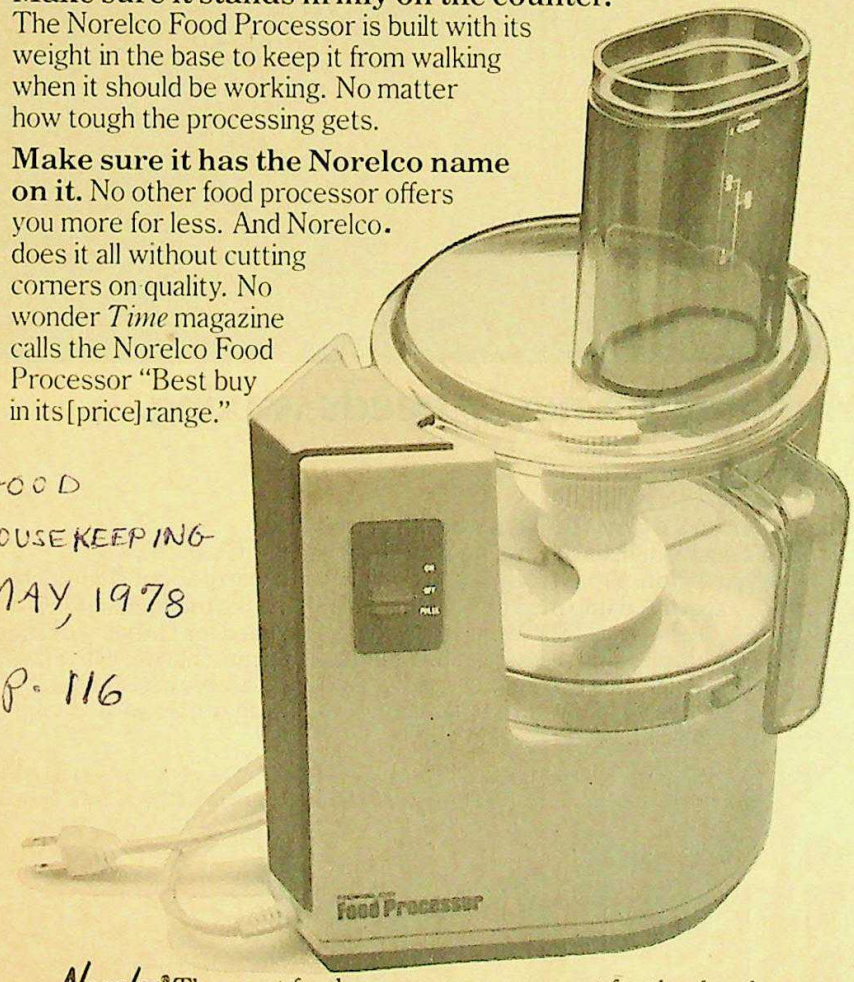
Make sure it has a Direct Drive Motor. This means it'll have the added power to do tough jobs like chopping meat, mixing and kneading. And the added durability to do these jobs day after day.

Make sure it has 4 blade attachments. With 4 blade attachments, you'll always have the right blade to deftly cut hard and soft cheeses and vegetables. As well as chop and shred, grate and grind, slice and dice your way through gourmet and everyday recipes.

Make sure it works quietly. Food processors perform with unheard-of speed. Ideally, their noise should be unheard-of, too. Get a machine that's as easy on your ears as it is on your hands.

Make sure it stands firmly on the counter. The Norelco Food Processor is built with its weight in the base to keep it from walking when it should be working. No matter how tough the processing gets.

Make sure it has the Norelco name on it. No other food processor offers you more for less. And Norelco. does it all without cutting corners on quality. No wonder *Time* magazine calls the Norelco Food Processor "Best buy in its [price] range."



GOOD HOUSEKEEPING MAY, 1978 P. 116

Norelco® The most food processor you can get for the dough.

©1978 North American Philips Corporation, 100 East 42nd Street, New York, N.Y. 10017

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After Cuisinart, the deluge

More than 12 food processors are now on the market.
Although some offer special design features,
it's unlikely that many can survive the competition.

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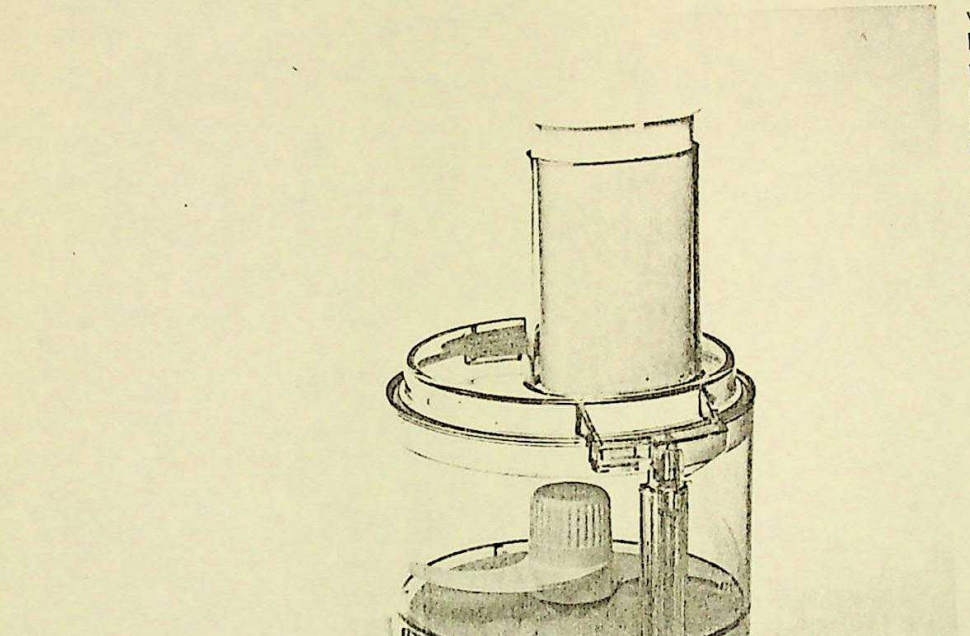
MAY/JUNE, 1978 P. 44
INDUSTRIAL DESIGN

By Barbara Allen Guilfoyle



Cuisinart, shown here in a lower-priced version, is still the industry standard.

What do you do at 57 years of age when you have just sold a successful electronics business and have forty patents to your credit? Take up golf? Begin to travel with your wife? Or just vegetate? In 1967, Jack Sontheimer found himself in just such a position except that, in his case, he was an amateur chef. So he founded Cuisinarts.

Sontheimer envisioned his new company as a vehicle for introducing kitchen appliances to

vestigate a new appliance concept. In the Magi-Mix food processor, an appliance for commercial and institutional food preparation made by Robot-Coupe, he found a product that he thought had domestic applications. After buying exclusive rights to the machine he brought several models back to America.

For two years Sontheimer reshaped the machine to fit the needs of the American appliance market. He altered the shape of the blades, modified the motor and made other re-

wouldn't contact the blades. This was don lengthening the food-feed tube, thus incre the distance between the machine's blade the cook's fingers. (The lengthened feed also proved more practical for many kin foods.)

By the end of 1972 Sontheimer felt he h product that he could offer to the public machine, now called the Cuisinart, was duced at the housewares show in Chica January 1973. In retrospect, one can sa the Cuisinart's reception was as chilly subfreezing weather outside. Retailers s convinced that not even the gourmet would accept the $200+ price tag.

A boost from the press

It wasn't until two years later that the co began to catch on. Its success is due lar Cuisinart's promotion in the press by fo thorities and gourmet cooks. Craig Cla in *The New York Times* (March 16, 197 of the Cuisinart: "Its invention, in the mi serious cooks, ranks with that of the p press, cotton gin, steamboat, paper clips nex. . . ."

Such published praise contributed su tially to the product's success. Profes cooks involved in recipe testing and de ment and gourmet food preparation fou the Cuisinart performed the most tim suming tasks more quickly and effic French chef Pierre Franey, who w weekly column entitled, "60-Minute met," recently cited the food processor's to cut the preparation time of a fish mou minimum. Another gourmet cook, cu writing a bread cookbook, used her pr to test and make 42 recipes in five we

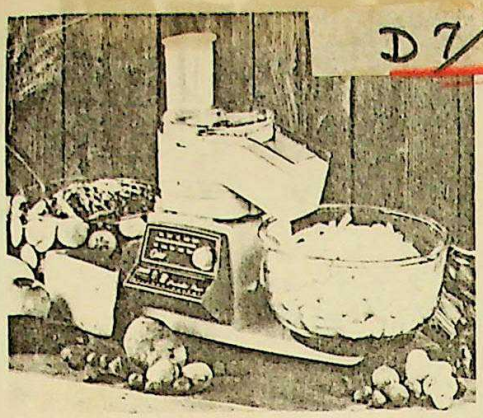
Although Sontheimer's original mar the Cuisinart was serious cooks—both sional and amateur—he aimed the pr "anyone who likes to cook." He believe as now, that the food processor can ch life of anyone who spends much tim kitchen. In fact by 1976, Sontheimer pated the day when the product wou commonplace as the dishwasher or the ditioner.

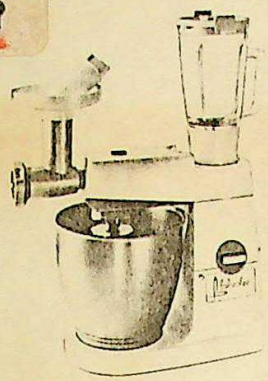
And this is not so far-fetched. Indu mates place Cuisinart sales in 1976 at a of a million units. Certainly, today's essor is intended for the broadest poss ket, best described as anyone who e near the kitchen.

Identity crisis

The Cuisinart's success has been so the machine's appearance has becom

D7/368





The Oster Kitchen Center, at far left, and the British-built Blakeslee, left, are essentially power units with a number of attachments that enable them to perform all the jobs a food processor will do, and more. But these units take considerably more counter and storage space. The Blakeslee is available in five- and seven-quart models. Some of its attachments are shown on the page after next.

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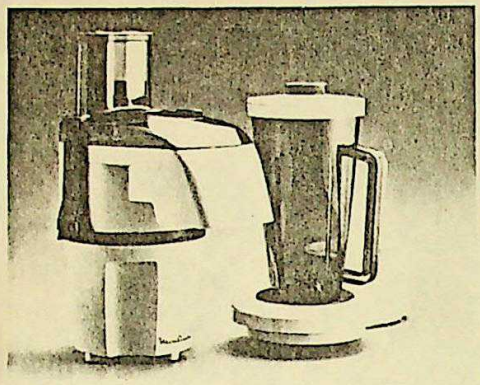
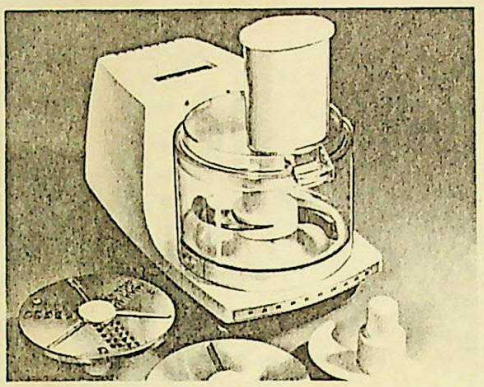
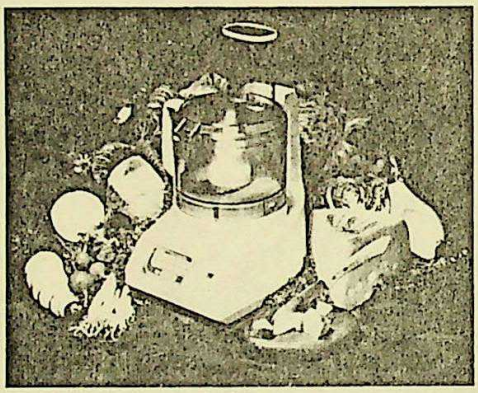
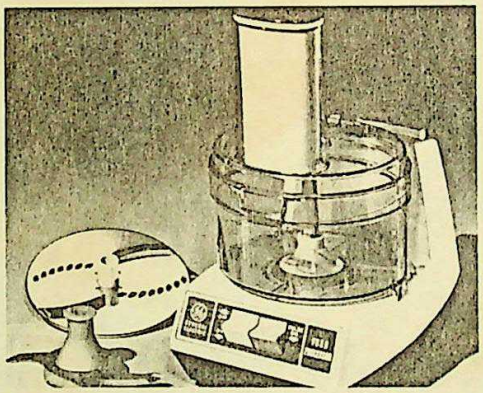




Far left
La Machine, by Moulinex, is similar to the Oster and Blakeslee in that it features a basic motor unit and a number of attachments. The model shown will chop, shred, blend drinks and grate.

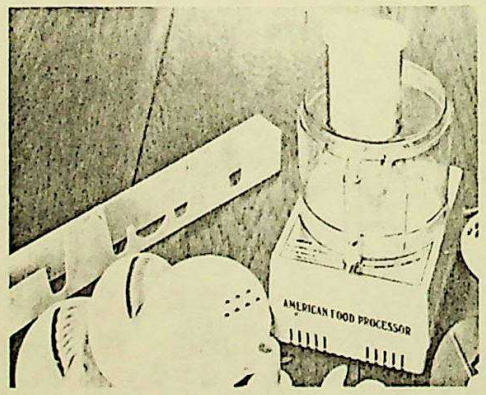
Left
Consumer Reports *(June 1977) judged the Farberware machine's safety interlock the "hardest to defeat," yet rated it only a fair performer in most respects. The belt-driven machine takes up more space than a direct-drive mechanism.*

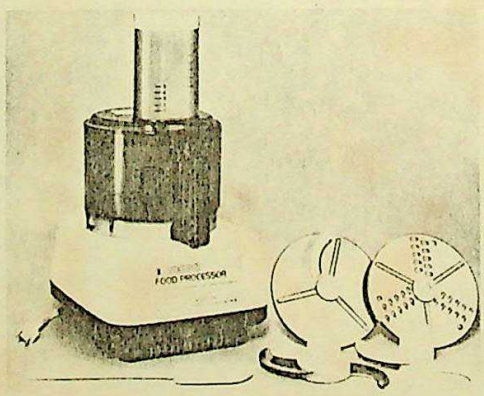




Far left
With its $180 price tag, the Waring machine has been highly rated. The unit includes dynamic braking and will not operate unless the cover is locked in place. A tool caddy for storage of the accessories is available.

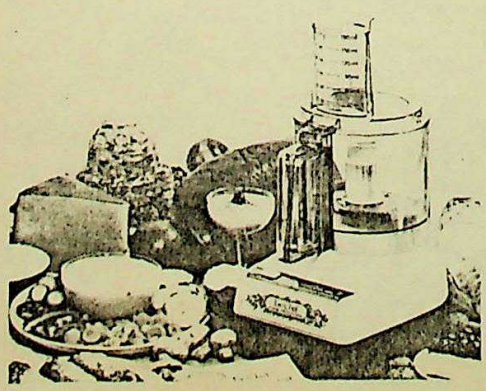
Left
Pierre Franey evaluated various food processors (New York Times, *June 22, 1977) and stated, "If you are purchasing a machine and cost is a vital consideration, you should seriously consider the purchase of this . . . machine." He also mentioned that the G.E. is the noisiest unit*

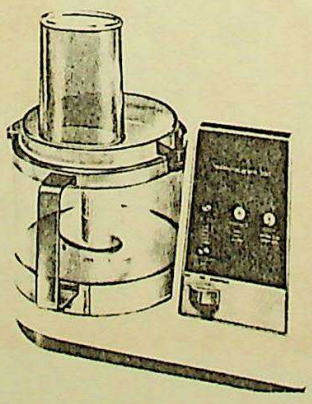




Far left
American Electric's unit has the lowest price tag and has been judged by many as equal to or close to the Cuisinart's performance on most chores. Consumer Reports *(June 1977) states, "Only in grinding raw meats were they (American and Epicurean units) significantly inferior."*

Left
The Welco unit has a suggested retail price tag under $100 and closely resembles the American Electric model.





Far left
The Sunbeam food processor is a direct-drive machine designed by the company's design staff. It has a higher dry weight capacity than other units (except the Blakeslee) and a higher wet capacity than most.

Left
The Hamilton Beach food processor is belt driven and contains useful information about the use of each of the blade attachments on the front of the motor unit. It has both a pulse and on/off switch.

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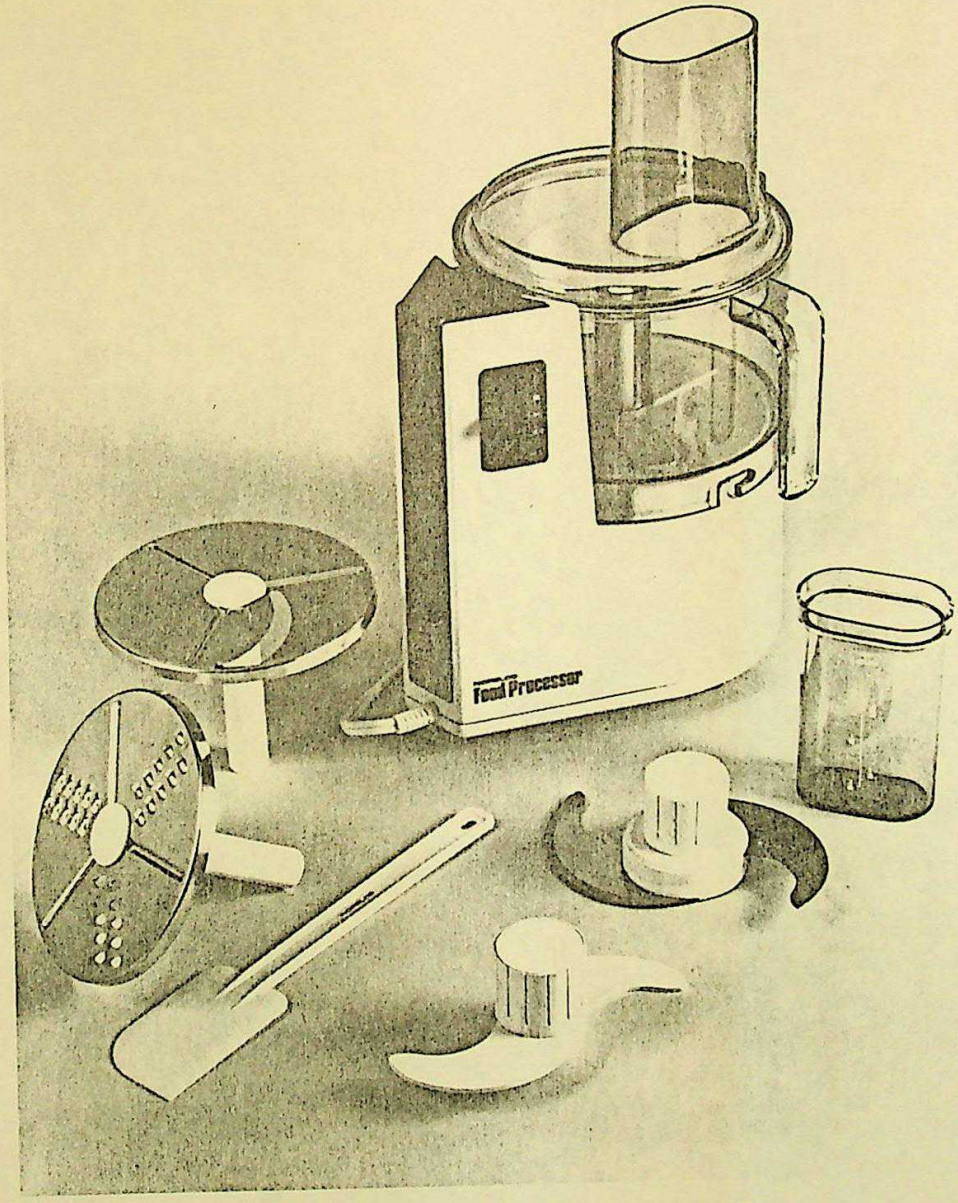
The Norelco food processor was chosen for ID's Annual Design Review. It has off/on and pulse switches and a one-cup measure on the food tube, in addition to the attachments common to most processors.



faced with a product identity problem.
e Cuisinart story is the reverse of most ap-
ce marketing stories. Normally when an
ance category is introduced, many models
brands become readily available. Slowly,
in models are refined. Some are elimi-
d. Gradually, a leader and best seller
ges. In the case of Cuisinart, the first food
essor on the market became the bellwether
he industry. Every model has tended to
late its features and most, its appearance.
truth, American manufacturers were sur-
ngly slow to recognize the marketing po-
ial of the food processor. Some manufac-
rs, of course, had products that duplicated
ndividual functions of the Cuisinart. There
for example, grinders, coffee mills, shred-
; and blenders. Cuisinart's phenomenal
s record convinced domestic manufac-
rs that food processors could have wide
ket appeal.

o basic mechanisms

day more than 12 mechanical units are on
market. They divide into two basic types—
t driven and direct drive. The Farberware,
neral Electric, Hamilton Beach and Omni-
f are belt-driven machines. The American
ctric, Cuisinart, Mighty Chef, Norelco,
nbeam, Waring and Welco use direct drive
chanisms, as do the Moulinex and Blakeslee.
akeslee has had a commercial food proc-
or on the market for several years and de-
ed to broaden its market when Cuisinart
ok off.)
All food processors perform chopping, slic-
g/shredding and mixing functions. These
achines are the blender, mixer, meat grinder,
od mill, shredder/grater and chef's knife
mbined into one machine.
Most machines consist of a motor base,
owl, bowl cover with feed tube and a number
blade attachments. The KitchenAid and
ster machines have a motor base to which in-
vidual elements attach.
As lineal descendants of commercial/insti-
tional models, the Cuisinart and Blakeslee
achines benefited from the substantial expe-
ence of their predecessors. However, the later
ntries all claim considerable research and de-
elopment.
Bruno Valbona, vice president for research
nd development at the Waring Products divi-
on of Dynamics Corp. of America, says that
is company spent 18 months in product devel-
pment. "This time," he explains, "was de-
oted to measuring every element of our ma-
nine against those of the Cuisinart."
The real Waring story, however, lies in the
tention to safety features not present on the
uisinart. Valbona feels that these are the most
nportant aspects of the Waring unit. The ma-
chine has a double interlock system: It can be turned on only when the cover and bowl are locked in place. The Waring also has a braking system that stops the blades immediately.

When asked about the Waring's visual similarity to the Cuisinart, Valbona said that "safety limitations and U.L. requirements largely dictated the shape of the food tube. That's why so many of the machines on the market today tend to look alike."

Aiming for the bottom

The American Food Processor, at $50, is the lowest priced model on the market. Part of the cost savings derives from the fact that the company is using an existing G.E. motor. Ronald Purer, president of American Electric, makes no bones about aiming at the bottom of the market. "We expect," he says, "to see our machine used for more baby food than goose liver pate."

Despite the low cost, the company seems to have sacrificed no safety features. Like the Cuisinart, the American Food Processor has a spring-loaded safety interlock, which is also the on-off control, visible at the front of the bowl.

The Sunbeam Le Chef machine, which was test-marketed in Chicago and Los Angeles last

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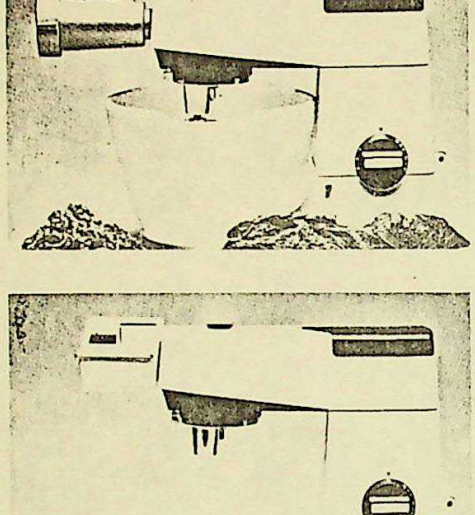
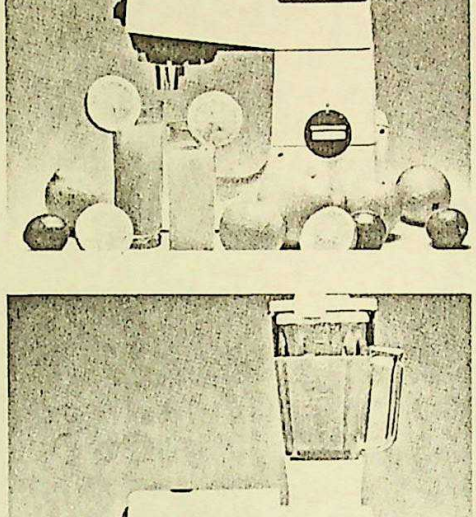
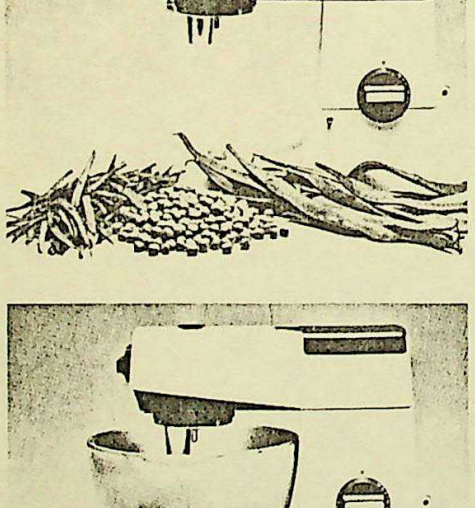
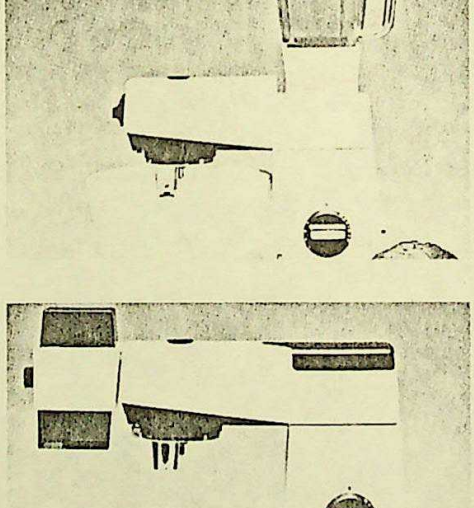
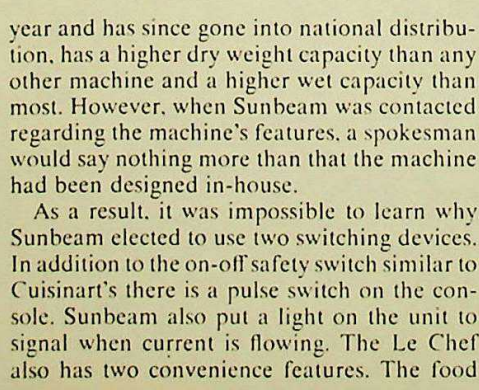
An enormous range of attachments is available for the Blakeslee. Shown here is only a sampling, left to right starting at the top: a meat grinder, juicer, bean slicer and pea huller, blender, coffee grinder and collander-sieve.

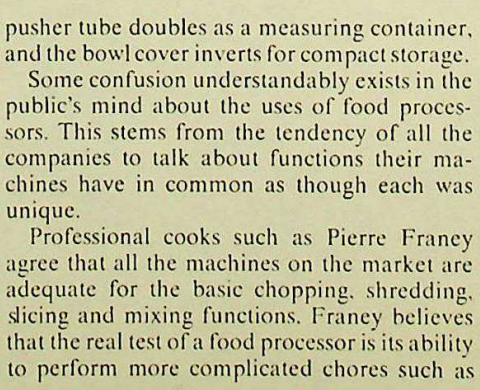












year and has since gone into national distribution, has a higher dry weight capacity than any other machine and a higher wet capacity than most. However, when Sunbeam was contacted regarding the machine's features, a spokesman would say nothing more than that the machine had been designed in-house.

As a result, it was impossible to learn why Sunbeam elected to use two switching devices. In addition to the on-off safety switch similar to Cuisinart's there is a pulse switch on the console. Sunbeam also put a light on the unit to signal when current is flowing. The Le Chef also has two convenience features. The food pusher tube doubles as a measuring container, and the bowl cover inverts for compact storage.

Some confusion understandably exists in the public's mind about the uses of food processors. This stems from the tendency of all the companies to talk about functions their machines have in common as though each was unique.

Professional cooks such as Pierre Franey agree that all the machines on the market are adequate for the basic chopping, shredding, slicing and mixing functions. Franey believes that the real test of a food processor is its ability to perform more complicated chores such as grinding meats or kneading dough. Most experts agree that the Cuisinart does these better than other machines.

And well it should. At $225, it is $65 more expensive than the Waring machine and more expensive than American Electric's. The wide spread in price also contributes to the public's confusion.

Market shakeout expected

With such a price range for seemingly similar products, there is bound to be a shakeout in the market. Industry predictions for 1978 include a decrease in the number of models available. Those remaining will have successfully identified their market segment. Cuisinart, with its well-established lead and strong professional support, will undoubtedly continue to dominate in the top end of the market. American Electric, with its low price tag and recognition of the growing interest in "natural" foods, will likely dominate the bottom end.

The decision, then, as to whether to purchase a food processor, and which processor at what, ultimately becomes a question of culinary priorities vs. economic considerations. Our tests of existing processors indicate that they all will outchop, outgrind and outmix the most energetic cook.

The joy of kneading

In choosing among the various processors there is also the matter of personal preference. A friend of mine who has a Cuisinart never uses it for bread dough—something it is particularly adept at dealing with—as she feels part of the joy of making bread is the kneading of it. For those who agree, any of the less expensive models would serve as well. Another friend who takes her cooking seriously prepares large quantities of food in advance. For her, the Blakeslee, with its large bowl (a 5- or 7-quart capacity as opposed to the 1½- to 2-quart capacity of other processors) is the ideal machine.

While food processors seem to be enjoying considerable sales success, the fact remains that they are products particularly geared to the gourmet and health food markets.

For anyone else, the question of whether to purchase a processor depends on the willingness to spend $50 to $225 for a machine to grind up the occasional leftover. Moreover, even if a cook has a processor he or she is not going to use it to chop up two tablespoons of onion for meatloaf. Cleaning the machine would take twice as much effort as chopping the onion with a knife. ID

Barbara Allen Guilfoyle, formerly assistant editor at Good Housekeeping *and manager editor of* INDUSTRIAL DESIGN, *writes about design and consumer affairs.*

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MENTS

WOODWARD & LOTHROP
NOEL 1978 CAT.
REC'D. NOV. 6, 1978
P. 89

FOR THE CHEF

89 A. Introducing the Machine Cuisine from Cuisinarts,® an exciting culinary guide that features 80 delightful ways to use your food processor. 15.00.

89 B. For the most exotic gourmet recipes — the new Cuisinart® food processor. It's more powerful, with a larger bowl capacity for making all kinds of holiday goodies. It chops, cuts, shreds, kneads with ease. 250.00.

89 C. No-drip pouring ... assured with this oval funnel from Cuisinarts.® 6.00.

89 D. Everyone's talking about the Cuisinart® food processor and it's not just gourmet gossip. This model kneads dough, chops, purees, slices dices, shreds and more; it's like having your own kitchen staff. White with plastic base. 200.00.

89 E. Cuisinart® food processor in white on a metal base. 140.00.

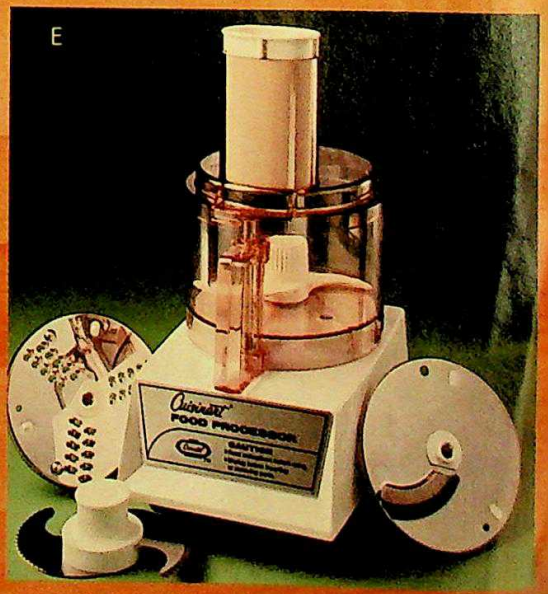
89 F. Lucite blade holder is the way to keep your food processor accessories organized. From Cuisinarts®. 10.00.

89 G. Handsome handy wooden blade holder keeps four food processor blades within reach. 19.00.

89 H. Delicious french fries are fun to make with this new cutting blade from Cuisinarts®. 19.00.

89 J. Light and crunchy onion rings come out of your own own kitchen with this special Cuisinarts® slicing blade. Aids in slicing other delicacies, too. 13.95.

Small Appliances: all stores except Pentagon



WILLIAMSBURG BY CANDLELIGHT

p. 90

90 A. 17th century brass candlestick, 7½" tall. (White candle included.) 47.50.
90 B. Solid brass candlestick, a replica of an 18th century English piece 5¾" tall. 25.00.
90 C. A handsome crystal hurricane shade hand-crafted in Holland. 57.50.
90 D. Multi-facted base candlestick of polished pewter, 45.00.

90 E. Brass candlestick and snuffer hand-cast and lacquered. 37.50.
90 F. A pair of polished pewter tapersticks, 4" tall 11.50.
90 G. Tiny brass taper stick each, 14.50.
90 H. Traditional chamberstick in pure lustrous pewter 30.00.
90 J. 1770 traveling stick, solid brass reproduction, 2½" tall, 3¾" wide. Pair, 37.50.
90 K. Handcrafted crystal hurricane shade imported from Holland each, 23.50.
90 L. Spicy aromatic natural green candles add a scent of Bayberry. 2 per box, 9", 2.85.
90 M. 9" beeswax candles, 2 per box, 2.75.
90 N. 8" tapers, 6 per box, 2.00.

Williamsburg Shop: all stores except Pentagon.

WILLIAMSBURG · CW · RESTORATION

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SEC. #1 H.F.D.
DEC. 4, 1978 p. 38

Panasonic Enters U.S. Vac Field With 8 Models Priced $110-230

SECAUCUS, N.J. — The Panasonic small appliance department has entered the American vacuum cleaner market with a line of three upright models, two canisters and three powerhead canisters.

The top of the line Model, MC-883 includes headlight, 10 attachments and a deep-cleaning rake. Suggested retail price is $230.

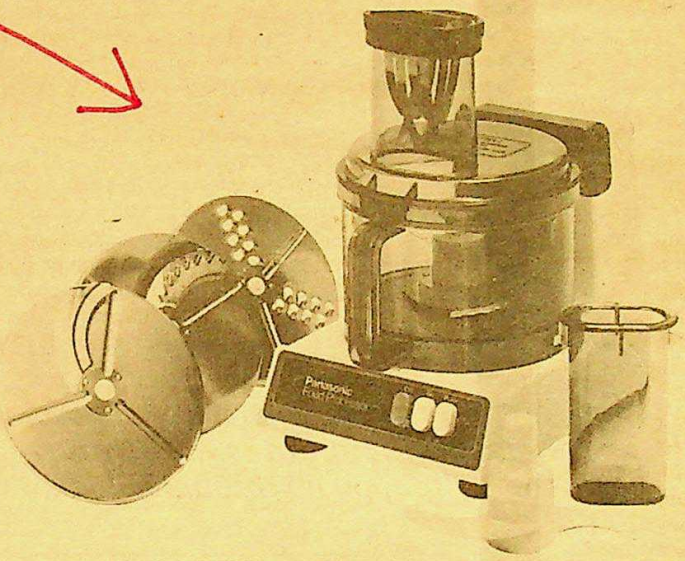
The upright models, MC-661, MC-662 and MC-663, have suggested retail prices of $110, $140 and $170, respectively. The canister Models MC-771, and MC-772 retail for $110 and $129.95. Powerhead canister Models MC-881 and 882 have suggested retail prices of $170 and $200.

The upright models employ a large capacity 10-qt. dust bag and an automatic carpet pile height adjustment. The uprights weigh less than 14 lbs. and include a handle release for three-position operation and a full dust bag indicator.

The canister models offer similar features plus a 360-degree front-mounted swivel wheel. The 771 model has a 750 watt model and includes seven attachments. The 772 model has a 950 watt motor unit and a four-speed power selector.

The top-end powerhead canister vacuum cleaners have all-steel agitators, silhouette power nozzles, and brush adjustments for all types of carpet. They also have an enclosed belt track and edge-cleaning channels on both sides of the nozzle.

Matsushita Electric, the parent company, has been a major manufacturer and supplier of vacuum cleaners for markets in other countries for over 20 years, according to Donald Burch, national sales manager, of Panasonic here.



PANASONIC'S SMALL appliance department has been test marketing two food processors it will be unveiling nationally at the housewares show next month. Model 5050 (shown), retailing at $160, includes a french fry blade and plastic mixing blade as standard equipment. The accessories are optional on the MK-5000 model that retails at $115. Both models have instant braking devices, patented food holders and peeling attachments.

Burwood Suing Marsel Mirrors Over Copyright

CHICAGO — Burwood Products Co. has filed suit in federal court here against Marsel Mirrors for copyright infringement on one of Burwood's decorative mirrors.

According to Burwood president Emil Faust, the mirror he said was copied is Model 9305, which has a wicker-look frame in white or natural. The Marsel product numbers for the item in question are 617 and 618.

Faust said that Burwood has been selling the mirror since 1974, and that "it's a very successful product." Burwood, he said, noticed the Marsel mirrors at the July housewares show.

Burwood, according to the suit, seeks to obtain statutory damages of $10 for each mirror "made, sold or found in possession" of Marsel, as well as to stop Marsel from producing the product.

Executives at Marsel could not be reached for comment.

U.S. Imports Up 150% Of French Electrics

PARIS (FNS) — United States imports of small household appliances from France increased by 150 per cent, or more than $20 million, in the first half this year, according to French statistics.

As a result, France has overtaken for the first time West German and British export volume in that very competitive market.

Moulinex, which has decided to start up its own manufacturing operation in the United States next June, claims much of the credit for the spurt. Thanks to heavy television advertising for its kitchen robot, La Machine, its U.S. sales should double this year from last year's level of $13 million, company officials estimate.

On the other hand the company will spend about $6 million this year on U.S. advertising, and $7 million is budgeted for the U.S. plant at Virginia Beach, Va., which will mainly produce the plastic structures and assemble the rest. It is a small investment, if compared to Moulinex' total sales in the first nine months of 1978, 1,084 million francs ($246 million), of which 60 per cent were exports.

Another French housewares manufacturer, Le Creuset, opened a factory in April at Yemassee, S.C., to manufacture enameled pottery for the North American market. Acting through a Chicago-based importer, Le Creuset had U.S. sales of $3 million last year.

The West

Yule S
In Mo

LOS ANGELES — cessors, coffeemaker woks, cutlery and gla serving accessories ar making initial Christn at Western departn housewares cash regist

Although merchant about how good Chris are varied from "ver "fantastic" in the Wes most were encourage first-week tallies and p yule season topping las at least 15 per cent.

A southern Califor housewares buyer said in his area is off to a adding that manageme this year to do a Nover mail piece.

"Instead, we put a n

These are t on Christ coverage w month.

vestment into newsp which have pulled, b management is findi mistake," he said. "W running up to 45 per ce last year, now we're even.'

"We'll probably catc

Nevertheless, he de cutlery business in bot open stock as "incredit $90 six-piece set from supplier as a hot nu feemakers — both the models and the capp espresso — are doing from $45 to $200 that th ng back to 1975-76 vol and the Cuisinart DL also has moved well.

Cleveland

Clevela
Aids M

CLEVELAND — A newspaper inserts housewares sales off for mass merchants week.

Catalog-showrooms merchants are ex 'unusually good sal department stores business has not star

housewares

executive changes

Rival Mfg. Reassigns 3 Sales Staffers

KANSAS CITY — William Endres has been appointed Rival Manufacturing Co.'s regional sales manager for the South and Midwest.

Formerly district sales manager for the Kansas City market, Endres will continue to be based at the Kansas City office.

Danny Roberts will be taking Endres' place as district sales manager; he was territory manager for Cincinnati and southern Ohio.

Another change in Rival's sales staff is Kenneth Benson, who becomes hardware accounts manager for the Minneapolis territory.

Arghast Becomes Buyer at Macy's

KANSAS CITY — Karen Arghast has been named buyer at Macy's here as part of a department reorganization.

Arghast's categories include housewares, tabletop, artificial flowers, wicker, and dinettes, all of which had been portions of other buyer areas.

The new buying position is a result both of Macy's Cellar here and of "bringing better definitions to housewares," according to merchandise manager, John Freise.

Before moving to the buyer position, Arghast was a sales manager at a Macy's branch store.

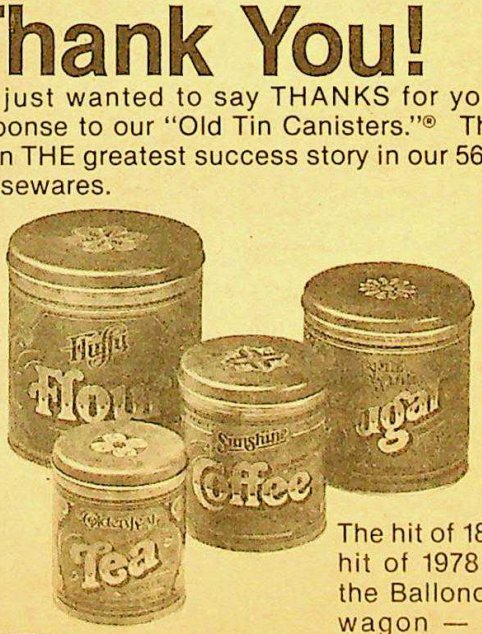
Mendes Leaves Forest, Joins Action

CLEVELAND — Robert Mendes has resigned as vice president of marketing for Forest City Stores to become executive vice president of Action Industries, a Pittsburgh-based chain of 38 hardware stores and a home center.

Mendes had been with the 18-unit Forest City home center chain for five years. No successor has been named.

Thank You!

We just wanted to say THANKS for your great response to our "Old Tin Canisters."® They have been THE greatest success story in our 56 years in housewares.



The hit of 1840 is the hit of 1978! Get on the Ballonoff Bandwagon — join the winner.

BALLONOFF home products

CONSUMER DIVISION OF PENTRON INDUSTRIES, INC., P.O. BOX 22260, CLEVELAND, OHIO 44122

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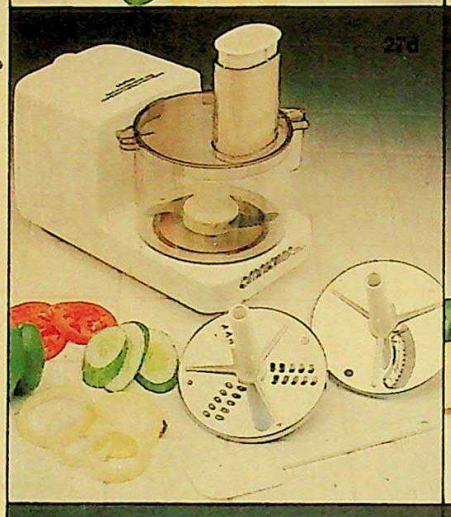
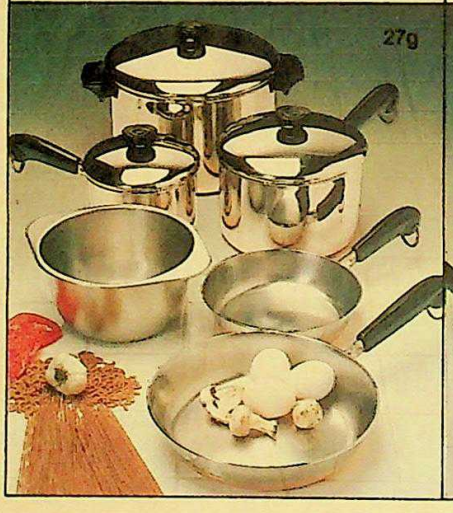
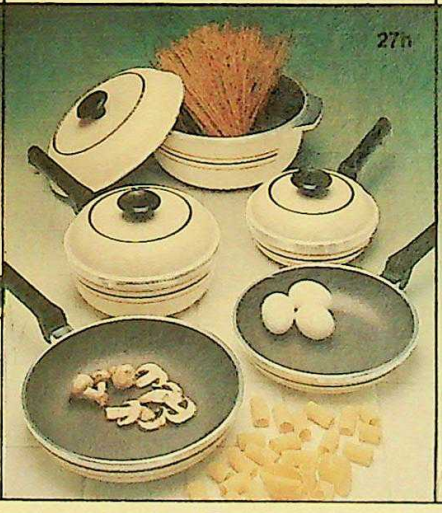
P.27 HECHT'S FULLHOUSE CAT. REC. DEC. 14, 1978







CUT IT CLOSE AND SAVE

27a. Hamilton Beach Food Processor. Includes 4 blades. Powerful belt-driven motor. Reg. $59.99, **$49.99**

27b. Waring Food Processor. Blends, chops, mixes, makes bread dough with powerful direct-drive motor. Reg. $159.99, **$139.99**

27c. La Machine™ Food Processor. With Blenderizer® attachment and Vegetable Chef® attachment. Reg. $99.99, **$89.99**

27d. Omnichef™ by Cuisinart. Chops, slices, shreds to perfection with powerful belt-driven motor. Special **$99.99**

27e. Cuisinart™ Food Processor. Powerful direct-drive motor and clear, dishwasher safe Lexan® plastic processing container. Orig. $159.99, **$139.99.** (Not shown:) Deluxe model with metal base and handled work bowl. Orig. $225, **$199.99**

Intermediate markdowns taken on original prices.

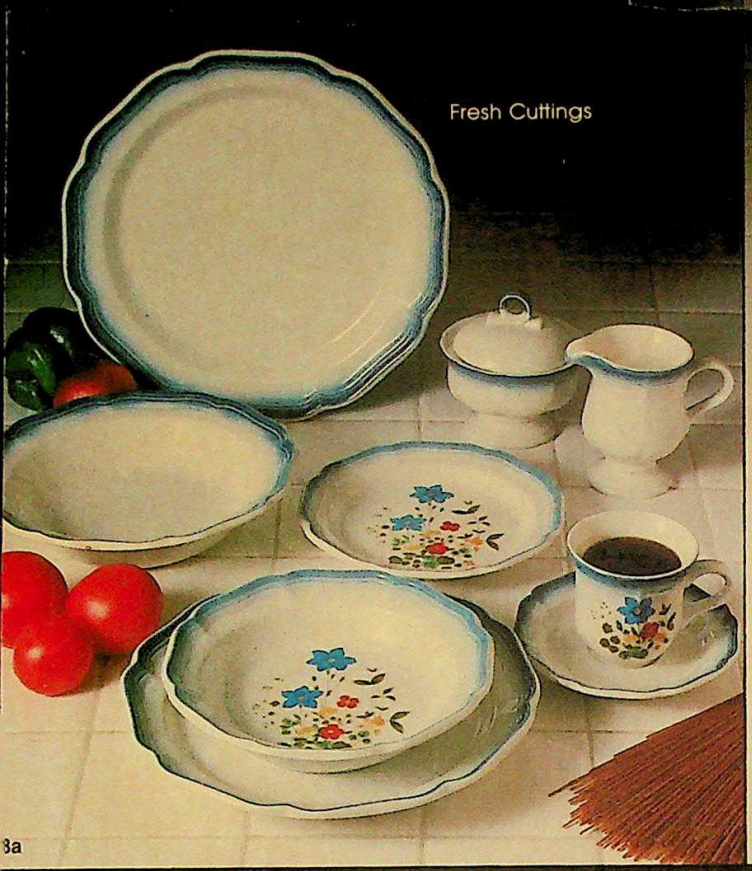
27f. Oster Kitchen Center. 5-in-1 with meat grinder, standmixer with dough hooks, blender and food crafter. Reg. $139.95, **$119.99**

27g. Take pot luck and save $41 on Revere's 9-pc. stainless steel cookware set with copper bottoms. Includes 1½ and 3 qt. covered saucepans, 6 qt. stockpot, 7 and 9" skillets and double boiler insert. If purchased separately, $111.50, **$69.99 set**

27h. Save $46 on Regal's 8-pc. cookware set of heavy cast aluminum with silverstone non-stick interiors. Approved by Betty Crocker. Includes 1 and 2 qt. covered saucepans, 4½ qt. Dutch oven and 9 and 10" open frying pans. If purchased separately, $126.40, **$79.99**

27j. Save $52 on Farberware's 11-pc. stainless steel set with aluminum bottoms. Includes 1, 1½ and 3 qt. covered saucepans, 2 qt. double boiler insert, 6 qt. saucepot, 7 and 10½ open frying pans. If purchased separately $142.93, **$89.99 set** The Loft: all stores except Annapolis.

*For warranty information, call 737-7500 (Washington) and 1-800-424-9205 (Baltimore)



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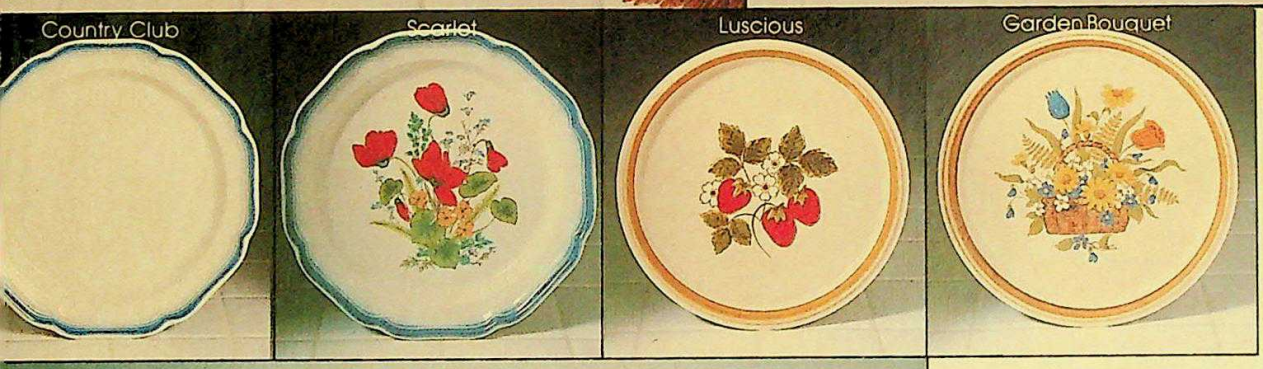
28b



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Pick your pattern.

28a. Fresh Cuttings, Scarlet or Country Club st ware—all dishwasher and oven protected by Mik exclusive blue glaze. 5-pc. place setting.

28b. Floribunda (featured), Garden Bouquet or Lusc stoneware—all renowned for their rich colorful gl and generous, oversized plates.

5 piece place settings Reg. $26.50 **$18.99**

Save 20% on open stock value.

China: all stores except Annapolis.

From Cristal D'Arques: blown 24% lead crystal stemv available in goblet, wine, champagne or cordial.

28c. Gracefully sculpted Washington, Reg. $5, **$2.49**

28f. Romantic Auteuil, Reg. $6, **$3.49**

From J.G. Durand:

28d. Simply elegant Riviera. Goblet, wine, dessert/cl pagne or cordial, **$1.50**

28g. Faceted Flamenco. Goblet, wine, flute or cordial.

From Import Associates:

28e. Exquisitely cut Donegal. Goblet, wine or c pagne. Reg. $6.50, **$3.49**

28h. Clear, contemporary Claudia. Goblet, wine, c pagne, cordial or brandy. Special. **$1.99**

Crystal: all stores except Annapolis.

ETTING UP THE TABLES

A toast to savings on crystal stemware

PHONE 737-7500 IN WASHINGTON & 792-4203 IN BALTIMORE. Outside areas, dial 1/800/424-9205 toll free. Add $1.50 handling charge for orders under $25 or outside of our delivery area (C.O.D. fee is $1.50). $5 charge for bulk truck deliveries under $100. Mail orders to HECHT's, P.O. Box 50130, Washington, D.C. 20004.

28

HECHT'S

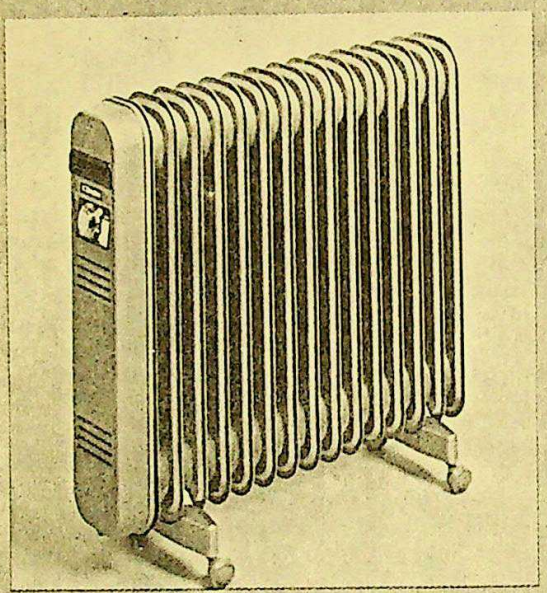
in core products and consumer acceptance of products introduced in the second half of 1980," Albani goes on, "we anticipate substantial sales increases in 1981." Because of expected growth, the company is putting emphasis on increasing production in the year ahead.

Hamilton Beach is another company that is being cautious about introducing new products, but is nonetheless very bullish about the coming year. It is emphasizing that it already has full lines of electric housewares, which it divides into three categories—the basics, the extra helpers, and the finished food makers. The basics include food processors, blenders, and stand mixers, while hand mixers, electric knives, bag sealers, table ranges, and mini-fryers are classified as extra helpers. The furnished food makers include such items as coffeemakers, slow cookers, corn poppers, and electric juicers.

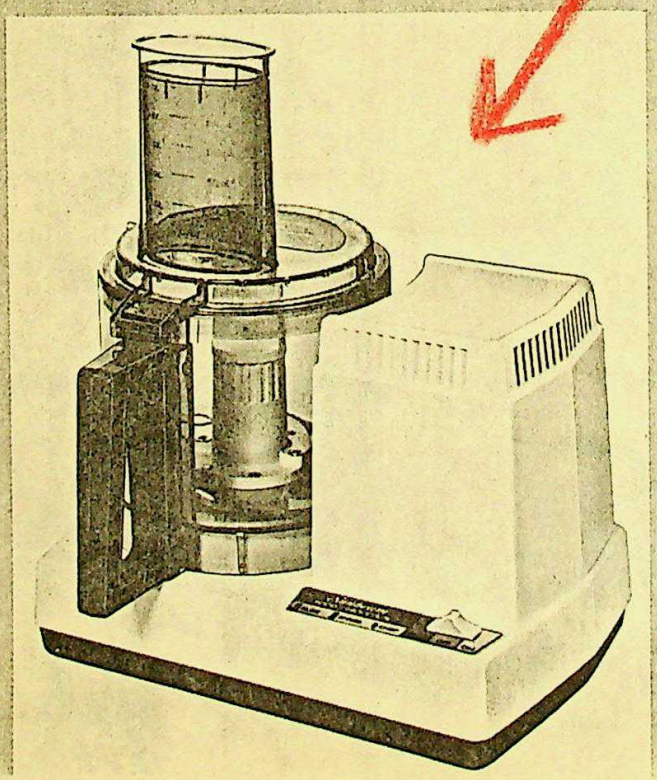
Thomas Ehninger of Hamilton Beach expects the food processor and coffeemaker markets to be especially strong. "We are going to concentrate for at least 6 months on these areas," says Ehninger. He feels that as far as such standard products as hand mixers, stand mixers, and blenders are concerned, "nobody's losing on them."

Hamilton Beach is not the only company to anticipate a good year in automatic drip coffeemakers. A number of companies showed new models. Oster offered a model with an insulated coffee server and optional tea making accessory. Robert Krups North America showed a wall hung model with a clock/timer and an insulated server. Bunn-O-Matic Corporation and Farberware both offered models with redesigned, contempory-look exteriors.

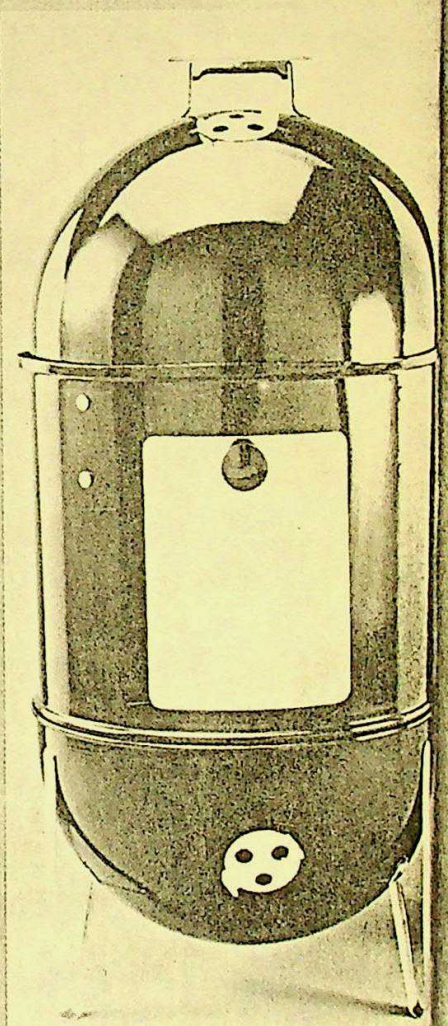
Meanwhile, an old standard, the electric percolator, was proving its ability to survive. West Bend showed



Dimplex oil-filled portable electric radiators provide balanced heat distribution, utilizing the concept of both radiant and convected heat. They are available in sizes up to 1500 W output and in a panel design or a column design (shown here). The heaters plug into wall sockets, are thermostatically controlled, and are U.L. listed.



Sunbeam has introduced a lower cost food processor as a companion for the Le Chef deluxe model currently in the line. The new unit has a 390 W universal motor with multiple "V" belt drive and a 2½ quart container with a safety interlock. It retails for $78.95.



The Smokey Mountain cooker, made by Weber-Stephen Products, is constructed of heavy gage steel and clad inside and out in black-finished porcelain enamel. Other features include a solid teak handle, nickel plated grills, and a porcelain enamel protected water pan. Besides smoking, the cooker can be adapted for roasting, steaming, and barbecuing.

D7/368

JUNE, 1981 p.3
SMITHSONIAN

INTRODUCING THE FINEST CUISINART® FOOD PROCESSOR EVER AT ITS PRICE.

JUNE, 1981
SMITHSONIAN p.3

The new Cuisinart DLC-10E is a unique value among all food processors. It is the most capable food processor ever designed for its size, a Cuisinart machine through and through, yet close in price to ordinary food processors.

The DLC-10E has a strong family resemblance in design to our acclaimed DLC-7E and DLC-8E models (it is slightly shorter, designed to take up less room).

Like our more expensive models it includes, as standard equipment, the revolutionary Large Feed Tube that lets you do more work at one time. Its strong, efficient motor can perform a staggering amount of work.

The DLC-10E accepts all the accessories of our CFP-4, 5, 5A, 9 and 9A models. It also benefits from a number of Cuisinart inventions: the off-center slicing disc with its longer blade, a dough blade, improved shredding disc and a new chopping blade.

For more information about our food processors, cookware and magazine, "The Pleasures of Cooking", write Cuisinarts, Inc., 411 (S) West Putnam Avenue, Greenwich, CT 06830.

Cuisinart
Food Processor

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June 1981

Smithsonian

Volume 12, Number 3

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Product Portfolio

A courtroom printer, glass cutter, body builder, washcloth dispenser, gas detector, data transcriptor, and more

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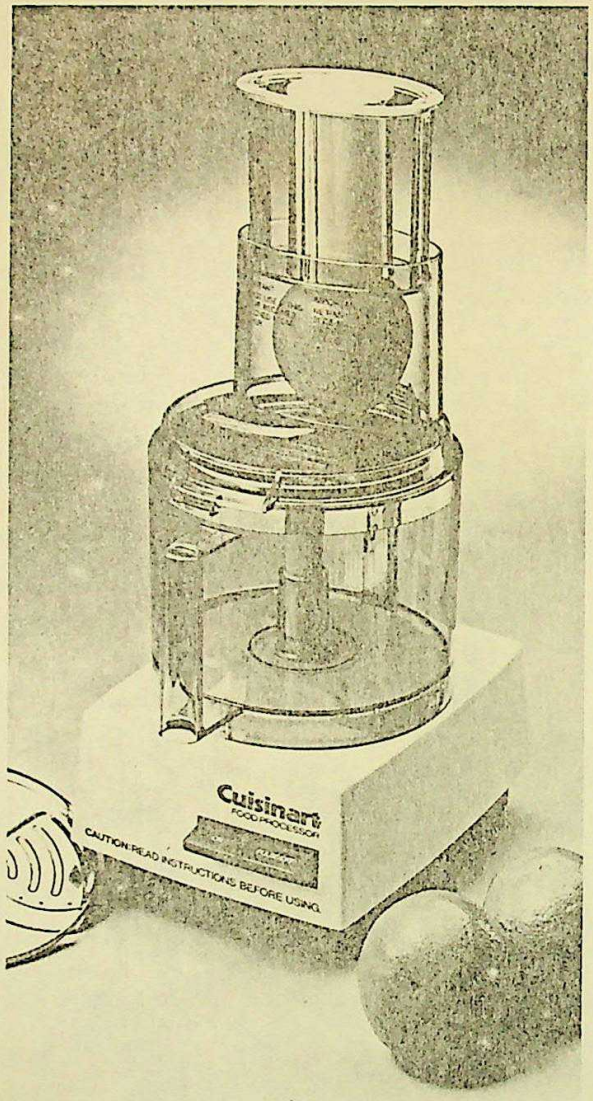
JULY/AUGUST 1981
INDUSTRIAL DESIGN
MAGAZINE p. 20



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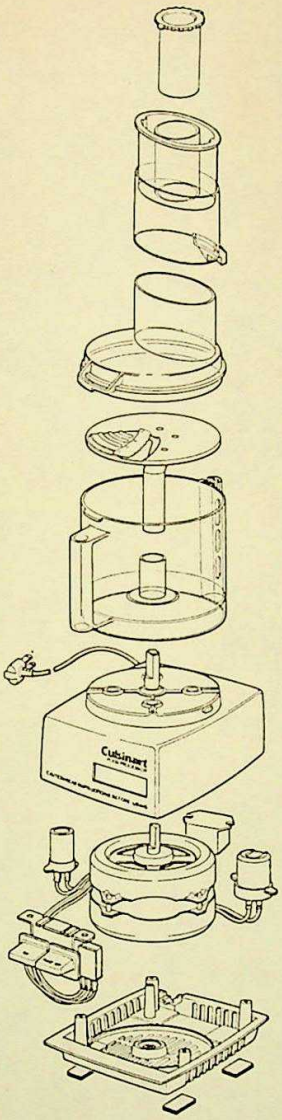

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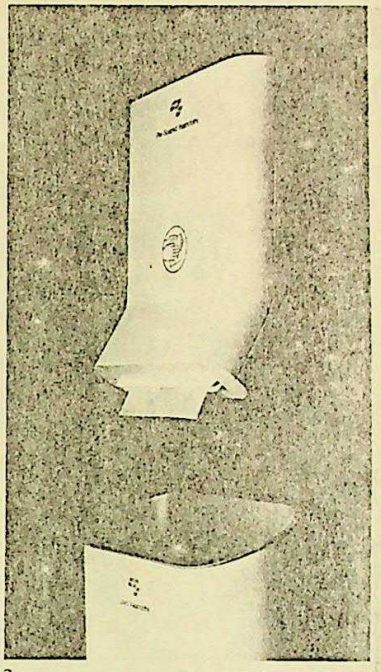

3

1, 2 *Progressing with processing*

The Cuisinart DLC-8E processor is designed to be an improvement over previous models in ease of cleaning and handling. The needs of the physically impaired—such as arthritis victims—and visually impaired were considered: warning labels are large and prominent, and controls can be operated by gross motions, not only fine finger manipulation. The design allows larger items to be inserted through an expanded feed tube into the machine without having to be pre-sliced or cut. Lexan was used for durability in the base, bowl and top. The blades are stainless steel. Measuring 7 × 9 × 14 in., this is the mid-size version in the line. Also recently completed by the same designers is the smaller model, DLC-10E, which measures 7 × 9 × 12 in. It has a smaller capacity and slightly less powerful motor than the DLC-8E.

Designed for Cuisinarts, Inc., Greenwich, Conn., by Marc Harrison Assoc., Portsmouth, R.I., Marc Harrison

3 *Clean-up design*

Designed primarily for the health-care industry, this stylized dispenser of presoaped washcloths is shaped like a J for easier use. The outer wall of the unit folds down for quick loading and cleaning. The unit includes a disposal bin. Both the outside of dispenser and bin are made from ABS and are white, although the inside of the bin is beige.

Designed for Crown-Zellerbach, San Francisco, by Steinhilber & Deutsch Assoc., San Francisco, Budd Steinhilber

D7/368

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ights
120's

Finally a Light 120 that Tastes as good as it looks.

Eve Lights

120's filter cigarettes

v. per cigarette. FTC Report (Jan.'80).

n General Has Determined
Is Dangerous to Your Health.

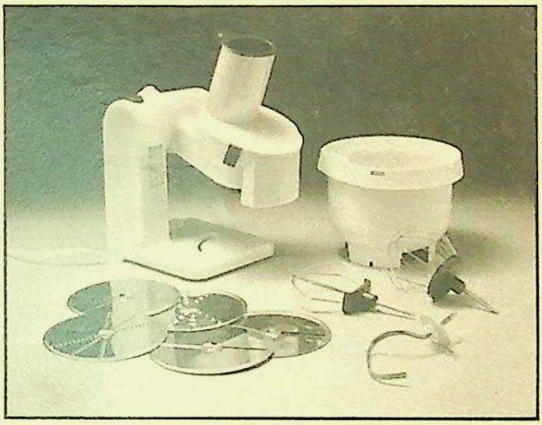
Better Homes & Gardens

continued

OCT. 1981
p. 84

GoodNews

Compact kitchen machine



The power unit *(top photo, right)* for this food preparation center takes up minimum space on your counter or in a cabinet. All you need to accommodate the unit is an area measuring eight by ten inches (and ten inches high). Yet despite its small size, the machine can function as a mixer, blender, shredder/slicer, and meat grinder. The machine's arm rotates vertically to horizontally and locks in three positions to accept the various attachments. With the arm extended horizontally (not shown), you can use the mixer bowl and the stirring and beating whisks and dough-kneading hook. When mixing, the single beater or dough hook moves in a planetary motion around the stationary four-quart plastic bowl to uniformly blend the ingredients. With the arm positioned vertically *(top photo)*, the glass blender fits atop the machine and you can attach the meat grinder. In the angled position *(bottom photo)*, the arm holds the slicer/shredder which comes with five stainless steel blades; two slicing discs, two shredding discs for coarse and fine, and a potato-grating disc.

Food Preparation System: Mixer, Blender, Shredder/Slicer, and Meat Grinder, about $220. The West Bend Co., P.O. Box 278, West Bend, WI 53095.

STARTING TODAY, YOU'LL NEVER
SCRUB MILDEW STAINS AGA

Mildew-stained tile 4 minutes after Tilex application.

Used to be, the w
mildew stains was to
For hours.

But not anymo
Tilex Instant Mild
Just spray on Tilex
begin to disappea
unique combin
dissolves away r
in minutes—with
new Tilex, y
scrub n

**Mildew stain
scrubbi**

NEW FROM

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D7/368

igar in a bowl. cinnamon. Sift dd to the mix- Mix until well astic wrap and

To form periwinkles, roll a fat portion of dough back and forth under palms of your hands on a lightly floured surface to form a 3½-inch-long taper. Curl the taper into a snail shape, flatten slightly, and place on a greased baking sheet.

To form whelks, roll a cylinder of dough ½ inch thick and 6 inches long. Twist it over and over itself to make a long spiral. Flatten one end slightly and shape the opposite end to a point. Place on a greased baking sheet.

To form spotted olive shells, roll dough portions into fat, tapered cones 2½ inches long. Cut a lip of dough along the top of one side using a sharp knife and press dough lip down to form the shell opening. Place cookie on greased baking sheet.

Place a sheet of foil loosely over the top of all the cookies and bake in a preheated 325° oven 25–30 minutes or until the cookies feel firm to the touch but are only lightly golden. Cool on a cake rack, frost with vanilla icing, and decorate (see note below). Makes 15–20 cookies.

VANILLA ICING

2 egg whites
1 teaspoon vanilla
Approximately 3 cups sifted confectioners sugar
Yellow food coloring

Beat egg whites in a bowl until loose and foamy. Add the vanilla, then confectioners sugar until a medium glaze forms. Add a tiny knife tip portion of yellow food coloring to icing for a pale cream color. Cover when not in use. Makes about 1¼ cups.

Note on decorating seashells: You will need vanilla icing (see recipe), red, yellow, and green food colorings, cocoa, green and red sugar crystals, and artist and pastry brushes.

Before "painting" cookies with colored icings, cover them with a base coat of plain vanilla icing and let dry. Put portions of vanilla icing on a dinner plate and mix in minute touches of food coloring and cocoa to make pale shades of pink, salmon, peach, and shell. (The cocoa helps the colors to look natural and ungarish.) Thin the icings with a little water if necessary, so that they become thin glazes. The periwinkle spirals are most effective iced in base tones of pink, peach, and green, then accented around the spiral line with a cocoa-darkened tone of the same shade and sprinkled with colored sugars.

Whelks should be shell beige with cocoa brushed at each twist.

Paint the interior lip of the olive shells with pink, then dab on spots of dark cocoa-colored vanilla icing or melted semi-sweet chocolate. A book with pictures of shells can help suggest markings and details.

SEA STARS AND HORSES (Gingerbread)

1 stick unsalted butter
½ cup packed light brown sugar
¼ cup sugar
1 large or extra large egg
2 pinches salt
1 teaspoon cinnamon
1 teaspoon ginger
½ teaspoon powdered cloves
1 teaspoon baking soda
Approximately 3¼ cups flour
Gold or silver dragées, optional
Pure gold leaf, optional

DEC. 1981

Cream butter and sugars together in a bowl. Add egg, salt, and spices and mix well. Dissolve baking soda in ¼ cup hot water and stir into the batter. Add flour and mix to a smooth, firm, dough. Wrap dough and chill overnight. (If the dough seems at all soft the next day, work in a bit more flour.)

To form sea stars, roll out large and small portions of dough to ⅓-inch thickness. Use a pattern to cut out five-pointed stars freehand with a knife and place on a greased baking sheet. Pinch up a rim along each point of the stars and smooth the shapes as necessary. (Work gingerbread exactly as you would potter's clay.) Make indentations with the head of a small nail over the surface of the stars. Curl some of the points slightly, and push a few gold dragées into the cookies or align them down the center of each point.

To form sea horses, roll out dough to ⅓-inch thickness and trace a sea-horse shape about 6½ inches long. Score light lines using a knife blade along the dorsal fins and make 2 parallel lines of pinches down the body of each horse. Use a golden dragée as an eye. (For an added touch of edible glamour, place small sections of pure gold leaf along the body before baking.)

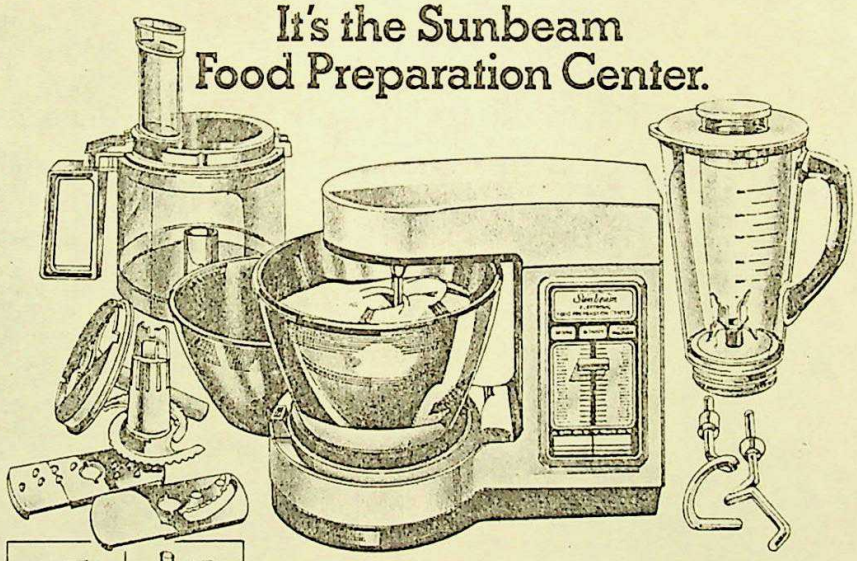
Bake cookies in a preheated 325° oven 12–15 minutes. Cover lightly with aluminum foil as necessary, so that the thin outer edges do not overbrown. Makes about 18–24 cookies.

(Continued on next page)

HOUSE & GARDEN
DEC. 1981
P. 151

It's a blender in the morning.
A breadmaker at noon.
A food processor at night.
And a mixer all the time.

It's the Sunbeam Food Preparation Center.



With its heavy duty 450-watt motor, the Sunbeam Food Preparation Center can do the work of many appliances ...but it takes the space of only one! It's a blender for everything from drinks to dips. It's a breadmaker that can knead up to 3 one-lb. loaves of bread. It's a food processor to chop, grate and slice. And it's our famous Mixmaster Mixer. You could call it the ultimate electronic food preparation system. Because it is.

The Food Preparation Center shown above is not coated with DuPont SilverStone®. However, other items made by Sunbeam use SilverStone®, the premium nonstick surface.

© 1981 Sunbeam Corporation
Sunbeam Appliance Company, a division of Sunbeam Corporation
® Sunbeam, Mixmaster

Sunbeam
morning, noon & night

DU PONT SilverStone PREMIUM NON STICK SURFACE

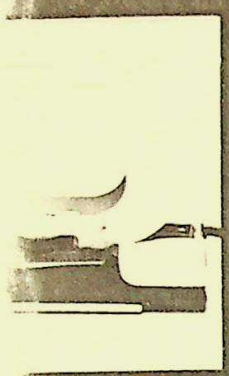
D7/368

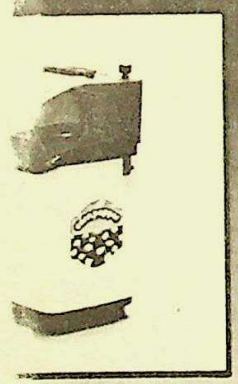
...RONGER
HE LEADER... THE PIONEER...
HE EXPERT... IN ELECTRIC APPLIANCES

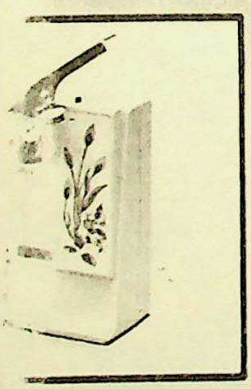
OCT., 1982

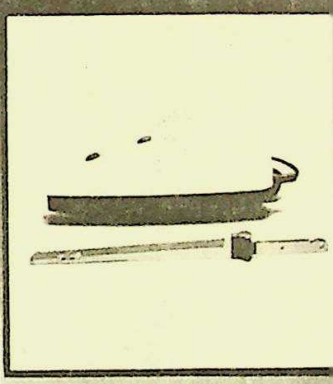
HONG KONG ENTERPRISE

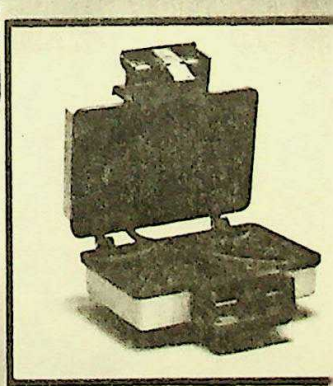
p. 265











D7/368
Montgomery Ward
p. 34 1983

Montgomery Ward p. 34 1983

D7/368

Save $20

Excalibur® dehydrator

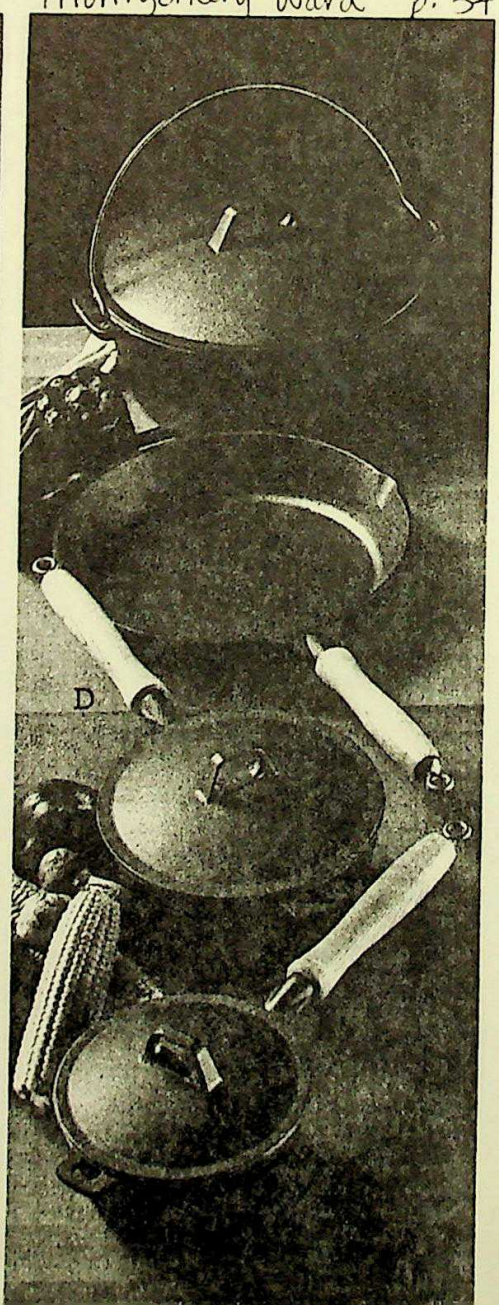
A Deluxe dehydrator with spacious 16-sq.-ft. capacity—preserves a large variety of foods. Filtered, fan-forced air dries evenly without scorching or mixing flavors. Solid-state, integrated circuitry for precise temperature control. Automatic thermostat adjusts from 85° to 145°F; automatic 24-hr. timer shuts off unit at pre-set time for economy and controlled drying. Nine interchangeable trays have removable screens of flexible plastic for easy removal of food; trays and screens are washable. Includes Teflex® sheet for purees, fruit leathers; drying guide and recipe/instruction booklet included. Vinyl-over-metal cabinet, approximately 12x17x22 in. Door removable for easy access in loading and unloading trays. Price cut from our '83 Spring Big Book, page 715. Mfr.'s Warranty.*

Electrical Information: UL listed. 735 watts, 110V, AC. 4½-ft. cord.

86 M 46220 A—Wt. 34 lbs. .....was 149.99; now 129.99

B "How to Dry Foods". Soft-cover, 160-page illustrated cookbook of helpful hints, delicious recipes.

86 M 46253—Ship. wt. 1 lb. 5.99



Save $25

Handy baker's rack

C Wrought-iron baker's rack with 6-hook pot rack is the ideal preparation, storage and display center for your gourmet cookery. Three shelves are each 24½x14 in. wide. Includes 25x¾x3½-in. wide spice storage shelf; 1⅜-in. hardwood cutting board fits on any shelf. Overall 25½x14½x72 in. high. Unassembled—needs only screwdriver and wrench for easy assembly. Cut from '83 Spring Furnishings Book, page 72.

86 M 24167 M—Wt. 48 lbs. .....was 84.99; now 59.99

Cut 50%

7-pc. set cast-iron cookware

D Cast-iron cookware heats uniformly, retains heat, resists scorching. Attractive wood handles stay cool to the touch, have handy rings for hanging. 7-pc. set includes 10-in. open skillet with helper handle, 1- and 2-qt. covered saucepans and 5-qt. Dutch oven (lid fits skillet, too). Price cut from our '83 Spring Big Book, page 720.

86 M 21170 M—Wt. 25 lbs. ....was 44.99; set now 22.49

**Write for your free copy of Manufacturer's Warranty; see, page 3.*

Save $50

94.97

outfit; sep. 144.97

Montgomery Ward
Fall 1983
P. 231
D7/368

Harvest-Maid® dehydrator outfit preserves fresh foods, camping snacks and flowers, too!

A Dehydrator is fast, easy, economical. Versatile, too—preserves fruits, vegetables, herbs, meats, even flowers. Basic 4-tray unit can be expanded up to 30 trays for 30 sq. ft. of drying area with no loss of drying force. Converga-Flow™ system provides horizontal air flow from all sides of each tray for faster, more even drying—no mixing of flavors, no tray rotation required. Thermostat adjusts 100°–155° F; high-speed motor. Clean-A-Screen™, solid sheet for purees and fruit leathers, 64-pg. recipe/instruction book included. Overall 15x 15x8 in. high. Mfr.'s Warranty.*

Construction: Four high-impact, 15¼-inch diameter white virgin-plastic trays; enameled metal base. Energy-efficient triple-wall insulation.

Electrical Info: UL listed. 1050 watts, 120V, AC. 100% solid-state. FDA approved.
86 N 46228—Wt. 13 lbs. 119.99

Save $50 on outfit. Includes dehydrator (A), Add-A-Tray™ set (B), instruction book (C).
86N46231-Wt. 16 lbs. 5 oz. sep. 144.97; set 94.97

B Add-A-Tray set. Includes two 15¼-inch diameter trays.
86 N 46229—Wt. 2 lbs. 5 oz. ..... set 16.99

C "How to Dry Foods". Soft-cover, 160-pg. illustrated recipe/instruction book.
86 N 46230—Ship. wt. 1 lb. 7.99

Manufacturer's Warranty available; see on page 155.

Look at all the benefits of using this dehydrator!

- Easy to use—set dehydrator and forget it.
- Economical—save money at bumper-crop produce sales—buy large quantities now, preserve and enjoy later!
- Save storage space; 76 tomatoes, dried and powdered, fit into a 1-qt. jar!
- As needed, stack on up to 30 trays!
- Gardeners—preserve summer harvests for winter meals; make lovely floral arrangements with dried flowers.
- Joggers, bikers, health enthusiasts—make take-along jerkies, dried fruits, nuts.
- Gourmet cooks—create exotic flavorings from dried foods and herbs.
- Dried foods retain flavor, texture, nutrients; soak in water to restore to juicy freshness; use in all recipes.

Save $2 on teakettle.

Save 55%-56%

39.99 8-pc. set, sep. 89.96 **49.99** 10-pc. set, sep. 115.94

Regal "Sahara" aluminum cookware with SilverStone®

A Fine porcelain-clad heavy aluminum cookware is as sturdy as it is good-looking. DuPont SilverStone interior provides non-stick cooking and scour-free clean-up. Stay-cool phenolic handles and knobs. Save on sets over individual open stock prices from our '83 Fall Big Book, page 732. Matching teakettle sold below; 3-pc. skillet/spatula set available, page 149.

Save $49 on 8-pc. set. Includes 1-qt. covered saucepan, 2-qt. double boiler with lid, 10¾-in. open skillet and 5-qt. covered Dutch oven (lid also fits skillet).
86 N 20307 MG—Ship. wt. 9 lbs. 8 oz. . . . .sep. 89.96; set 39.99

Save $65 on 10-pc. set. Includes 1-, 2- and 3-qt. covered saucepans, 5-qt. covered Dutch oven, 8¾-in. open skillet (3-qt. saucepan lid fits skillet) and 10¾-in. open skillet (Dutch oven lid fits skillet).
86 N 20277 MG—Ship. wt. 12 lbs. 4 oz. . .sep. 115.94; set 49.99

Save $2 on 2½-qt. teakettle when you buy either set above.
86 N 20285 D—Wt. 1 lb. 4 oz. . . . . .with either set above 7.99
Teakettle only 9.99

Save 50%-53%

69.99 8-pc. set, sep. 151.95 **89.99** 11-pc. set, sep. 182.94

Aluminum-clad stainless-steel cookware sets

B Gleaming stainless-steel cookware—just right for today's contemporary lifestyle. Aluminum disc fused onto bottom of pan spreads heat evenly—no hot spots. Flavor-seal lids; stainless-steel handles, knobs. Imported from the British Crown Colony of Hong Kong. Save on sets over individual open stock prices below.

Save $81 on 8-pc. set. Includes 1½- and 2½-qt. covered saucepans, steamer insert for 2½-qt. saucepan, 9½-in. open skillet and 5-qt. covered Dutch oven (lid also fits skillet).
86 N 19072 M—Ship. wt. 12 lbs. . . . . .sep. 151.95; set 69.99

Save $92 on 11-pc. set. Includes 1½-, 2- and 2½-qt. covered saucepans, 8-in. round baker with lid, 9½-in. open skillet and 5-qt. covered Dutch oven (lid also fits skillet).
86 N 19071 M—Ship. wt. 14 lbs. 8 oz. . . .sep. 182.94; set 89.99

Open stock	Catalog no.	Ship. wt.	Price
1½-qt. covered saucepan	86 N 19065 B*	1 lb. 8 oz.	25.99
2-qt. covered saucepan	86 N 19066 B*	1 lb. 14 oz.	27.99
2½-qt. covered saucepan	86 N 19067 B*	2 lbs. 13 oz.	29.99
5-qt. covered Dutch oven	86 N 19068 B*	3 lbs. 8 oz.	49.99
8-in. round baker with lid	86 N 19070 B*	2 lbs.	22.99
9½-in. open skillet	86 N 19069 B*	3 lbs. 5 oz.	25.99
Steamer insert (for 2½-qt. covered saucepan)	86 N 19063 B*	1 lb. 5 oz.	19.99
2½-qt. covered casserole	86 N 19062 B*	2 lbs. 8 oz.	24.99

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APRIL, 1984

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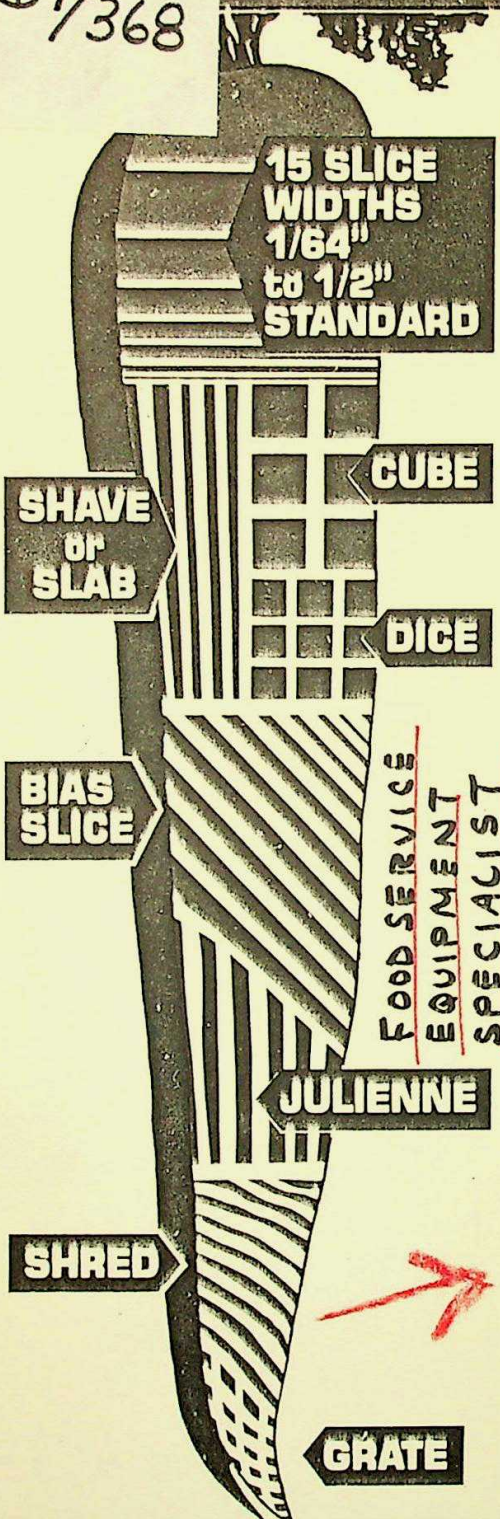

Introducing the All New MODEL 200

PAGE 64

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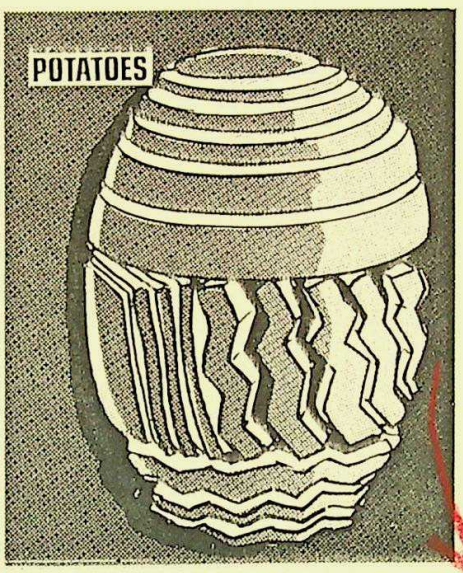

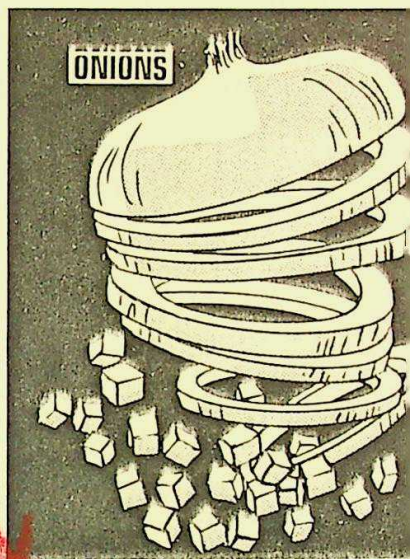

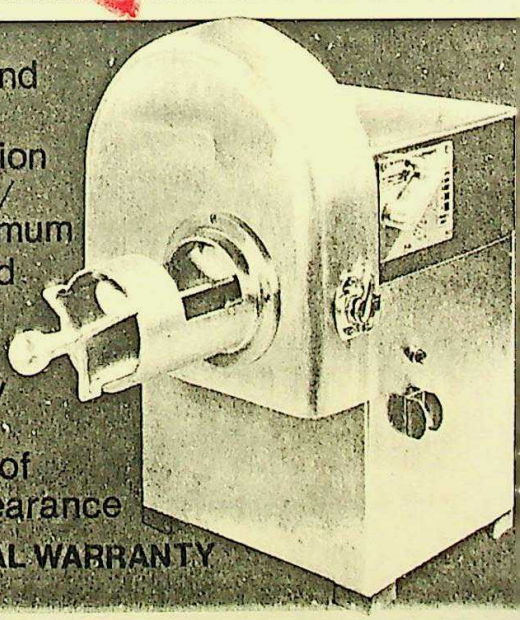

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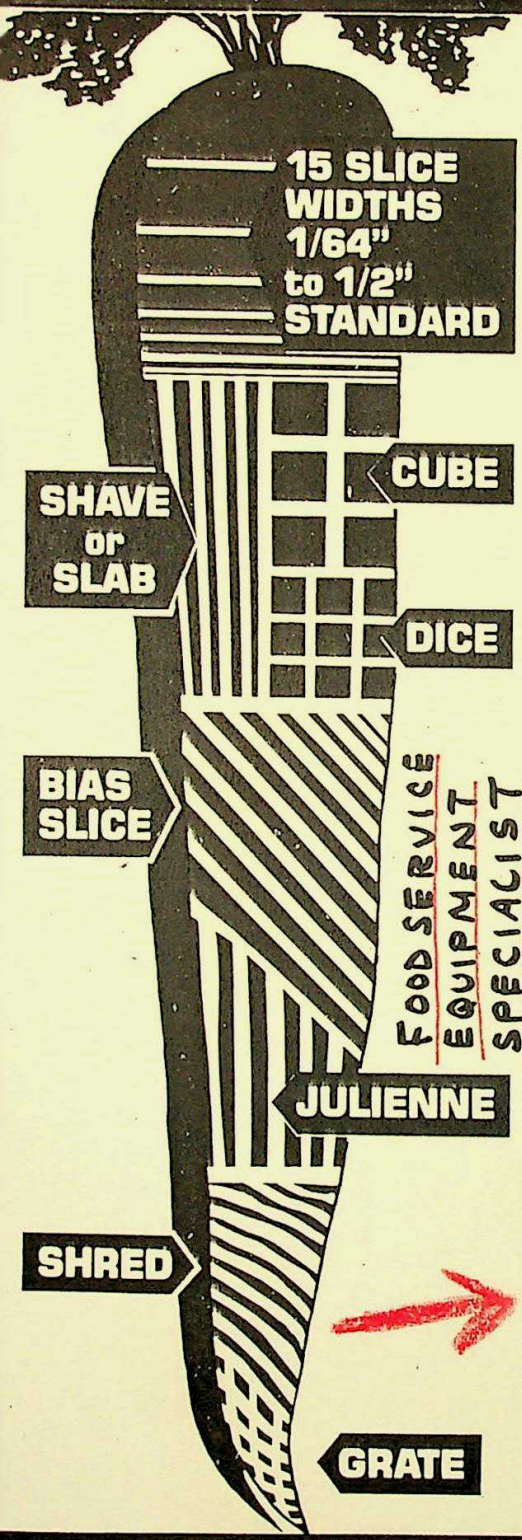

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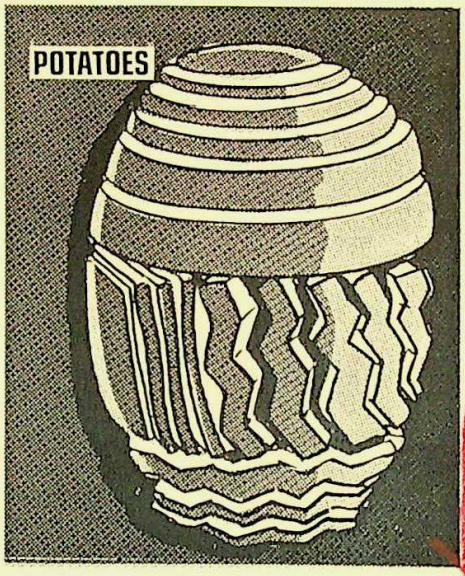

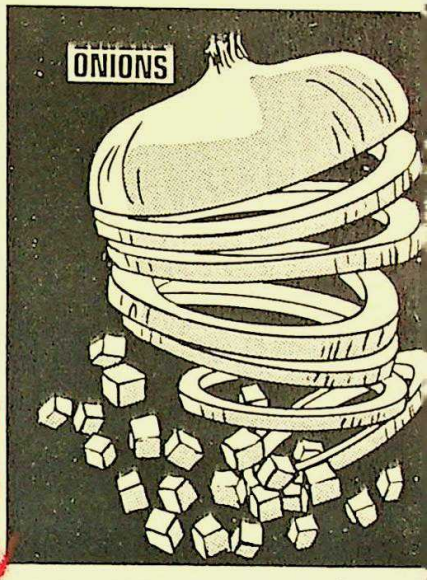

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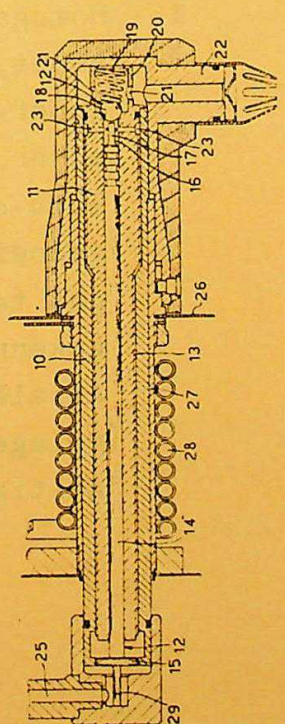
(54) Homogenisiervorrichtung zur Herstellung von Schlagsahne

Homogenisiervorrichtung zur Herstellung von Schlagsahne, bestehend aus einer äußeren Hülse und einer inneren Hülse, zwischen denen ein Labyrinth vorgesehen ist, welches mit unter Druck stehender, luft-emulgierter Sahne durch einen Einlaßkanal gespeist wird, sowie einer Spenderdüse, an der die gut texturierte Schlagsahne abnehmbar ist, dadurch gekennzeichnet, daß die innere Hülse eine Axialbohrung aufweist, in der ein Schieber gelagert ist, welcher an seinem hinteren einlaßseitigen Ende einen Arbeitskolben aufweist, der eine Durchgangsöffnung zwischen dem Einlaßkanal und dem Labyrinth steuert und mit seinem vorderen, spenderseitigen Ende ein Trennventil betätigen kann, welches unter Spannung einer Feder steht und den Auslaß der Axialbohrung zwischen dem Labyrinth und der Spenderdüse steuert.



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B R A V O S.p. A.
Via della Tecnica, 5
36075 MONTECCHIO MAGGIORE (Vicenza, Italien)

Homogenisiervorrichtung zur Herstellung von Schlagsahne

Patentansprüche:

1. Homogenisiervorrichtung zur Herstellung von Schlagsahne, bestehend aus einer äußeren Hülse und einer inneren Hülse, zwischen denen ein Labyrinth vorgesehen ist, welches mit unter Druck stehender, luft-emulgierter Sahne durch einen Einlaßkanal gespeist wird, sowie einer Spenderdüse, an der die gut texturierte Schlagsahne abnehmbar ist, dadurch gekennzeichnet, daß die innere Hülse (11) eine Axialbohrung (16) aufweist, in der ein Schieber (14) gelagert ist, welcher an seinem hinteren, einlaßseitigen Ende einen Arbeitskolben (15) aufweist,

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der eine Durchgangsöffnung (24) zwischen dem Einlaßkanal und dem Labyrinth steuert, und mit seinem vorderen, spenderseitigen Ende ein Trennventil (18) betätigen kann, welches unter Spannung einer Feder (19) steht und den Auslaß der Axialbohrung (16) zwischen dem Labyrinth (13) und der Spenderdüse (22) steuert.

2. Homogenisiervorrichtung nach Anspruch 1, dadurch gekennzeichnet, daß das Trennventil (18) aus einer Kugel besteht, die zusammen mit der Feder (19) innerhalb eines Käfigs (20) gelagert ist, welcher in einem einzigen Stück am Ende der inneren Hülse (11) ausgebildet ist und Bohrungen (21) aufweist, die mit der Spenderdüse (22) in Verbindung stehen.

Die Erfindung betrifft eine Homogenisiervorrichtung zur Herstellung von Schlagsahne gemäß dem Oberbegriff des Patentanspruchs 1.

Bekanntermaßen ist die Homogenisiervorrichtung das Hauptteil einer Maschine zur Herstellung von Schlagsahne. Diese Vorrichtung wirft die meisten technischen Probleme auf, die gelöst werden müssen, damit die Maschine zufriedenstellend arbeitet und die Schlagsahne von hervorragender Beschaffenheit ist.

Ein Problem besteht in der Ausführung des Ventilelements, das sich stromabwärts des Labyrinthes befindet, durch das die flüssige Ausgangsmischung, emulgiert mit Luft, gepumpt wird.

Das besagte Ventilelement muß eine perfekte Abdichtung gewährleisten, wenn die Maschine ruht, so daß kein unerwünschter Verlust der restlichen Sahne auftritt, und auf der anderen Seite sich sofort öffnen lassen, ohne daß dafür ein hoher Pumpendruck herrschen muß, der eine das Ventil geschlossen haltende Federkraft überwinden muß.

Diese Anforderungen an das Ventilelement stehen einander entgegen.

Lösungsvorschläge für dieses wohlbekannte Problem sind beispielsweise im US-Patent 38 15 789 und in der Europäischen Patentanmeldung 0080757 beschrieben.

Die vorliegende Erfindung schlägt eine weitere Lösung für das genannte Problem vor, wodurch die Nachteile der bekannten Maßnahmen vermieden werden.

Im Falle des US-Patentes 38 15 789 ist es kurz umrissen nachteilig, daß die Maschine im Ruhestand Sahne verliert und im Falle der europäischen Patentanmeldung 0080757, daß die Maschine zu komplex aufgebaut ist.

Der Erfindung liegt die Aufgabe zugrunde, eine Homogenisiervorrichtung zu schaffen, deren Aufbau unkompliziert und daher kostengünstig ist, wobei aber gleichzeitig das Problem des Verlustes von Restsahne im Ruhestand der Maschine, sowie des sofortigen Öffnens des Ventilelementes ohne Veränderung des Betriebsdruckes gelöst wird.

Die Aufgabe wird durch die Homogenisierungsvorrichtung zur Herstellung von Schlagsahne gelöst, die aus einer äußeren Hülse und einer inneren Hülse, zwischen denen ein Labyrinth vorgesehen ist, welches mit unter Druck stehender luft-emulgierter Sahne durch einen Einlaßkanal gespeist wird, und einer Spenderdüse besteht, an der die texturierte Schlagsahne abnehmbar ist, und die dadurch gekennzeichnet ist, daß die innere Hülse eine Axialbohrung aufweist, in der ein Schieber gelagert ist, welcher an seinem hinteren, einlaßseitigen Ende einen Arbeitskolben aufweist, der eine Durchgangsöffnung zwischen dem Einlaßkanal und dem Labyrinth steuert und mit seinem vorderen, spenderseitigen Ende ein Trennventil

betätigen kann, welches unter Spannung einer Feder steht und den Auslaß der Axialbohrung zwischen dem Labyrinth und der Spenderdüse steuert.

Die strukturellen und funktionellen Merkmale der Erfindung werden anhand einer in den Zeichnungen dargestellten Ausführungsform erläutert.

Es zeigen:

Fig. 1 einen Längsschnitt durch eine Homogenisiervorrichtung mit dem Ventilelement in geschlossener Position und

Fig. 2 eine Darstellung der Homogenisiervorrichtung nach Fig. 1, wobei das Ventilelement hier geöffnet dargestellt ist, so daß Schlagsahne abgenommen werden könnte.

Die in Frage stehende Homogenisiervorrichtung, oft auch Texturierer genannt, besteht aus einer äußeren Hülse 10, einer inneren Hülse 11 und einem Ventilelement 12. Das Ventilelement 12 ist zum Teil axial in der Hülse 11 gelagert.

Die Außenseite der Hülse 11 ist in bekannter Art und Weise gestaltet, beispielsweise mit trapezförmigen Zacken versehen, um zusammen mit der Innenseite der äußeren Hülse 10 ein Labyrinth 13 zu bilden, in dem die Ausgangsmischung nach der Emulgierung mit Luft homogenisiert wird.

Das Ventilelement 12 weist einen Schieber 14 auf, der durch einen Kolben 15 entlang einer axialen Durchbohrung 16 in der inneren Hülse 11 bewegbar ist. Am gegenüberliegenden Ende endet der Schieber 14 in einer Spitze 17, die auf eine Ventilkugel 18 einwirkt, welche durch eine Feder 19 in einer solchen Stellung gehalten wird, daß sie den Auslaß der Bohrung 16, der zur Aufnahme der Ventilkugel 18 ausgeformt ist, verschließt.

Wie aus den Zeichnungen ersichtlich ist, wird die Ventilkugel 18 durch die Feder 19 innerhalb eines Käfigs 20 gehalten, der in einem Stück am äußersten Ende der inneren Hülse 11 ausgebildet ist. Durch eine Reihe von Bohrungen 21 steht der Käfig 20 mit einer herkömmlich ausgebildeten Spenderdüse 22 in Verbindung, aus der die Schlagsahne austritt. Somit steuert die Ventilkugel 18 den Durchgang der Schlagsahne vom Labyrinth 13 zur Zapfdüse 22.

Das Labyrinth steht an seinem spenderseitigen Ende mit der Öffnung 16 über eine Reihe von Radialbohrungen 23 in Verbindung. Am einlaßseitigen Ende ist das Labyrinth 13 über eine Endöffnung 24 der Hülse 10, die durch den Kolben 15 steuerbar ist, mit dem Auslaß 25 einer nicht dargestellten Pumpe verbunden, die die Ausgangsmischung einem Vorratsbehälter entnimmt, sie mit Luft emulgiert und es der Homogenisiervorrichtung zuführt.

Aus Fig. 1 ist ersichtlich, daß die Homogenisiervorrichtung an den Rumpf 26 der Maschine mittels einer Außenröhre 27 mit einer Kühlschlange 28 einer Kühlvorrichtung angebracht ist. In Verlängerung des Schiebers 12 ist an dessen einlaßseitigen Ende ein Begrenzer 29 vorgesehen.

Die Funktionsweise der erfindungsgemäßen Homogenisiervorrichtung läßt sich wie folgt umreißen:

Die luft-emulgierte Sahne wird durch die Pumpe durch deren Auslaß 25 gedrückt und erreicht das Labyrinth via Öffnung 24, die aufgrund der Bewegung des Kolbens 15 in die Lage nach Fig. 2 geöffnet wird, wobei diese Bewegung von der mit Druck beaufschlagten Sahne bewirkt wird.

Die Bewegung des Kolbens in die Lage nach Fig. 2 bewirkt entsprechend eine Verschiebung des Schiebers 14, dessen Spitze 17 die Ventilkugel 18 sofort aus deren Sitz schiebt und so den Auslaß der Bohrung 16 öffnet. Infolgedessen geht die geschlagene und homogenisierte Sahne von dem Labyrinth durch die Bohrungen 23 und 21 hindurch und erreicht schließlich die Spenderdüse, wo sie abgenommen wird.

Wenn die gewünschte Menge Schlagsahne entnommen worden ist, wird die Pumpe abgeschaltet, woraufhin die Feder 19 die Anordnung aus Ventilkugel 18, Schieber 14 und Kolben 15 in die Ruhelage nach Fig. 1 drückt.

Mit dem so ausgebildeten Ventilelement aus einem Kolben und daran angebrachten Schieber ist es möglich, mit einer auf das Trennventil wirkenden Spannung dieses im Ruhestand der Maschine absolut und immer dichtzuhalten. Somit tritt dann kein Nachtropfen restlicher Sahne auf und gleichzeitig besteht keine Veranlassung, den Betriebsdruck der Pumpe zum Öffnen des Trennventils zu erhöhen, womit die eingangs erwähnte Aufgabe in vorbildlicher Weise gelöst ist.

Zusammenfassung

Nummer: **35 41 086**
Int. Cl.[4]: **B 01 F 3/04**
Anmeldetag: 15. November 1985
Offenlegungstag: 5. Juni 1986

3541086

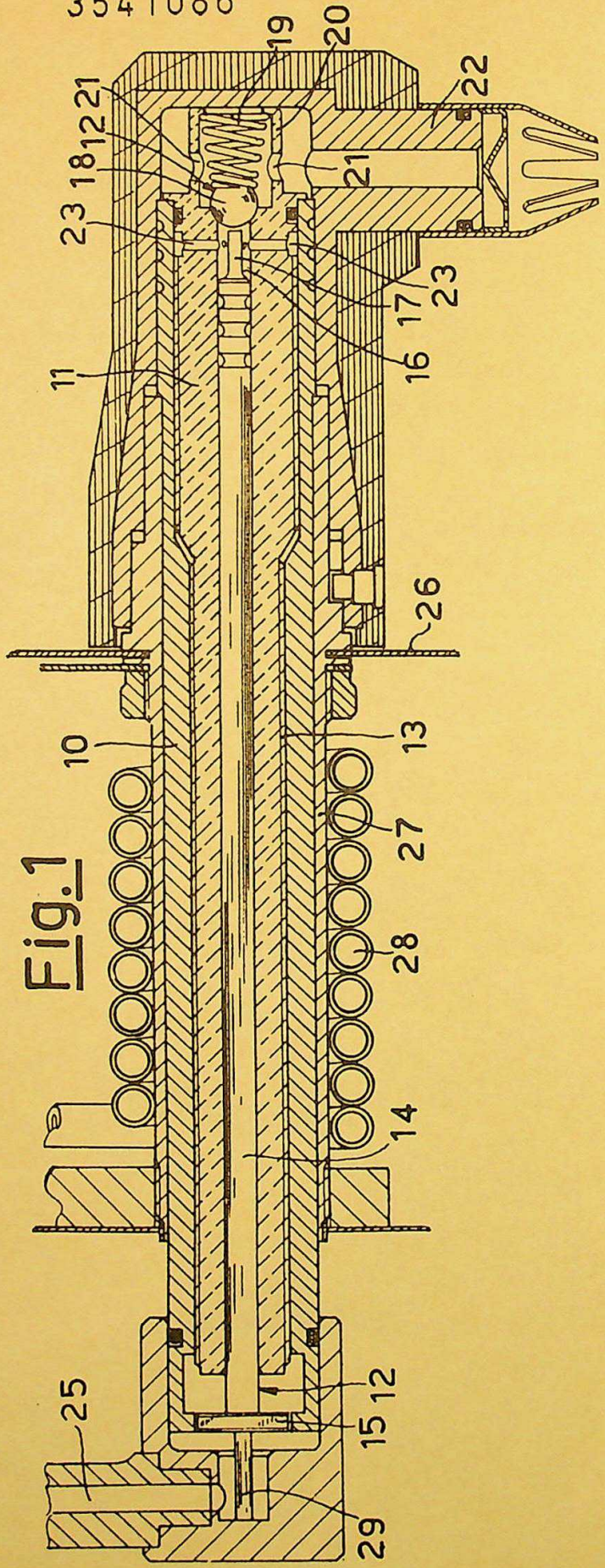

Fig. 1

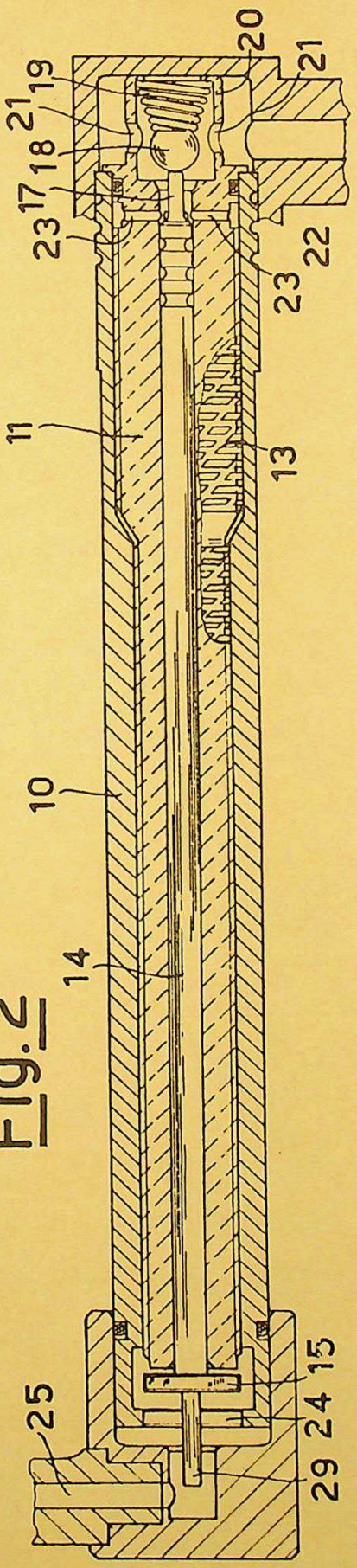

Fig. 2

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PRODUCT KNOWLEDGE

JANUARY, 1988
PAGE 108

NEW PRODUCTS & LITERATURE

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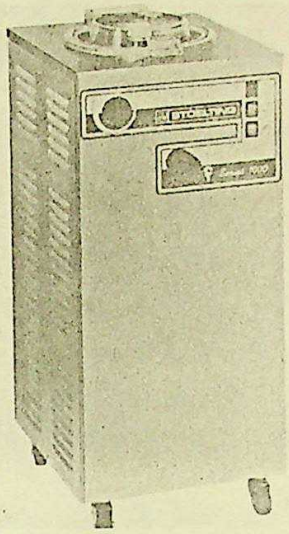
Press Dough Balls Into Pizza Crust: With this pizza press, and a minimum of time and skilled labor, the operator can quickly press dough balls into round pizza crusts. The countertop unit requires only an electrical connection and is shipped assembled.
Rondo Inc. 468

Instant Coffee Dispenser Is Versatile: This device stores up to 4 ozs. of instant coffee, powdered creamer, instant iced tea mixes and other powdered products. Featuring a see-through reservoir, the unit dispenses a predetermined amount by pressing one of three buttons. Constructed of high-impact polystyrene, the dispenser is available in four decorator colors.
Innovative Enterprises Inc. 467

Oven Handles Half-Size Pans: This 120V baking oven is specially designed to accommodate half-size baking pans. The small oven produces a variety of bakery items, including loaf bread, and requires no special wiring. The unit can be plugged into any grounded wall outlet.
Nu-Vu Foodservice Systems 447

Product claims are taken from the manufacturers' statements and should not be considered editorial endorsements.



Make Gourmet Ice Cream With Ease: Engineered for reliable performance, these batch freezers can help anyone become a profitable gourmet ice cream maker.
Stoelting Inc. 469

Un-Common

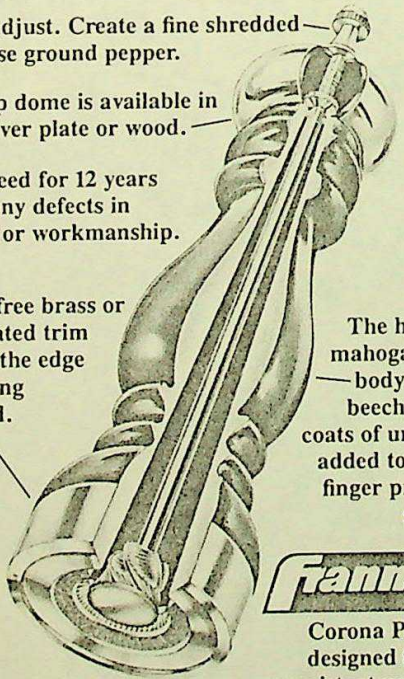
The Corona Professional Peppermill.

Easy to adjust. Create a fine shredded to a coarse ground pepper.

Easy-grip dome is available in brass, silver plate or wood.

Guaranteed for 12 years against any defects in material or workmanship.

Tarnish free brass or silver plated trim protects the edge from being damaged.



The hand lathed mahogany stained body is made of beechwood. Five coats of urethane are added to help resist finger printing and scratching.

Franmara

Corona Peppermills, designed for years of consistent performance.

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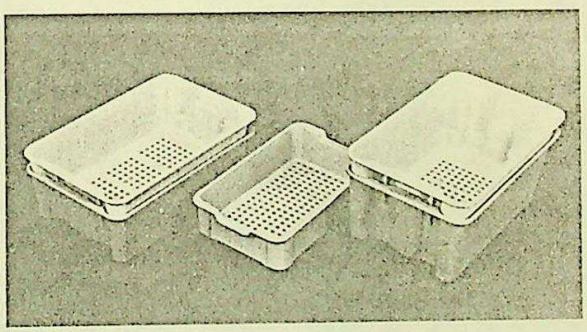

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D7-368 xR

INDUSTRY NEWS

NEW REGIONAL VP & SUPPLIES MANAGER FOR LINCOLN

Bettcher Appoints Director Of Quality Assurance

McVeen

Douglas McVeen has been appointed director of quality assurance for Bettcher Industries Inc. He will be in charge of the company's total quality assurance program, performing audits, supervising process capabilities studies, and overseeing inspections and related activities.

Milwaukee-Based Boelter Acquires Fellow Dealership

The Boelter Cos. has acquired certain assets of Northwest Supply Inc. in Appleton, Wis.

Northwest Supply will take the name of The Boelter Cos. and serve as the firm's Fox River Valley operating base. Operations will shift to a new building, preferably in the Appleton area, according to F. William Boelter, president of The Boelter Cos.

"We believe this acquisition will strengthen our position as the largest contract equipment/design and supply firm in Wisconsin," Boelter added.

Lincoln Appoints Dunn Central Region Sales V.P.

Two appointments have been announced at Lincoln Foodservice Products. James P. Dunn has been named regional vice president of the central region, overseeing a staff of eight territory sales representatives. Dunn joined Lincoln in 1985 and most recently served as product manager, supplies.

He is succeeded in that post by Michelle A. Wibel. She takes over responsibility for the Fort Wayne, Ind., company's supplies lines. Since joining Lincoln in 1984, Wibel has held various marketing and merchandising positions, most recently as manager, advertising and marketing research.

At a "Rep Appreciation Reception" held prior to the NRA show, Groen Pres. Louise O'Sullivan presented the company's 1989 President's Award to Lon Paglio of United Marketing Associates. Paglio covers northern Ohio. The award is given annually to the company's outstanding manufacturer's representative.

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The BCM features a choice of 2 speeds plus a jog position for more efficient production of a variety of volume food products. Easy clean up saves time and labor too.

Like all Berkel products, the BCM is backed by over 90 years of manufacturing expertise for performance you can count on. And Berkel's nationwide service network and professional sales organization are ever ready to serve you.

To learn more about the BCM's versatility, speed, and efficiency, contact your nearest Berkel representative or call or write us today! Berkel Incorporated, One Berkel Drive, LaPorte, Indiana 46350, (219) 326-7000. In Canada: (416) 625-4160.

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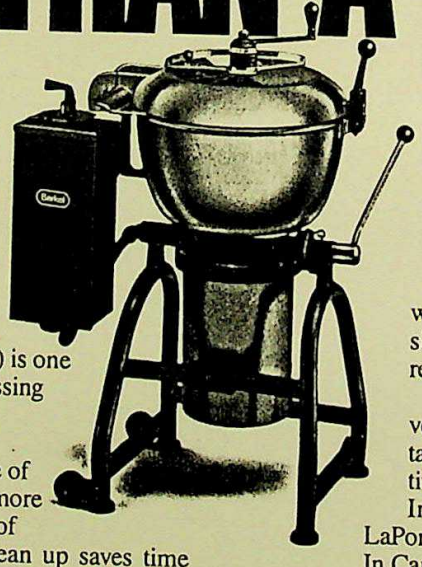

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FOODSERVICE EQUIPMENT & SUPPLIES SPECIALIST.

Introducing A New Power In Food Preparation Equipment...

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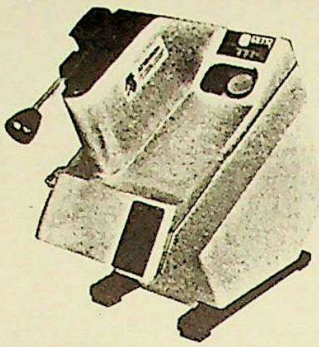

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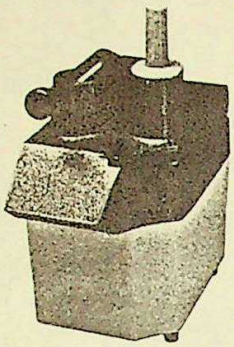

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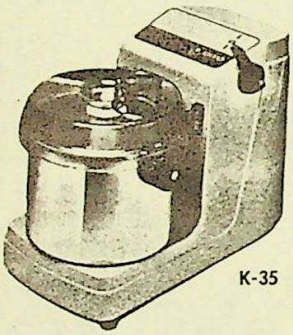

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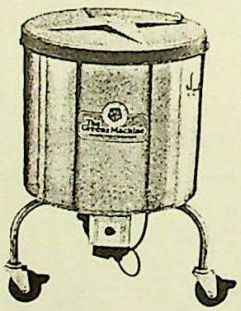
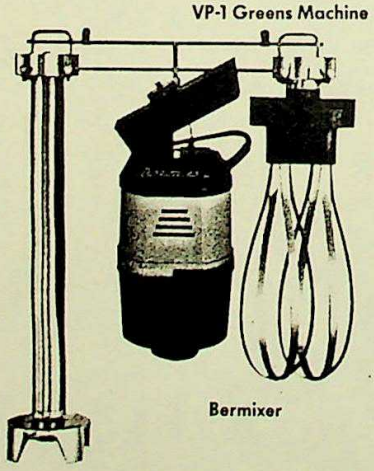


VP-1 Greens Machine



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